

BEFORE THE

IDAHO PUBLIC UTILITIES COMMISSION

CASE NO. IPC-E-03-13

IDAHO POWER COMPANY

EXHIBIT NO. 60

S. FULLEN

J D Powers Study

# ***2003 Electric Utility Residential Customer Satisfaction Study***

***Presented to  
Idaho Power***



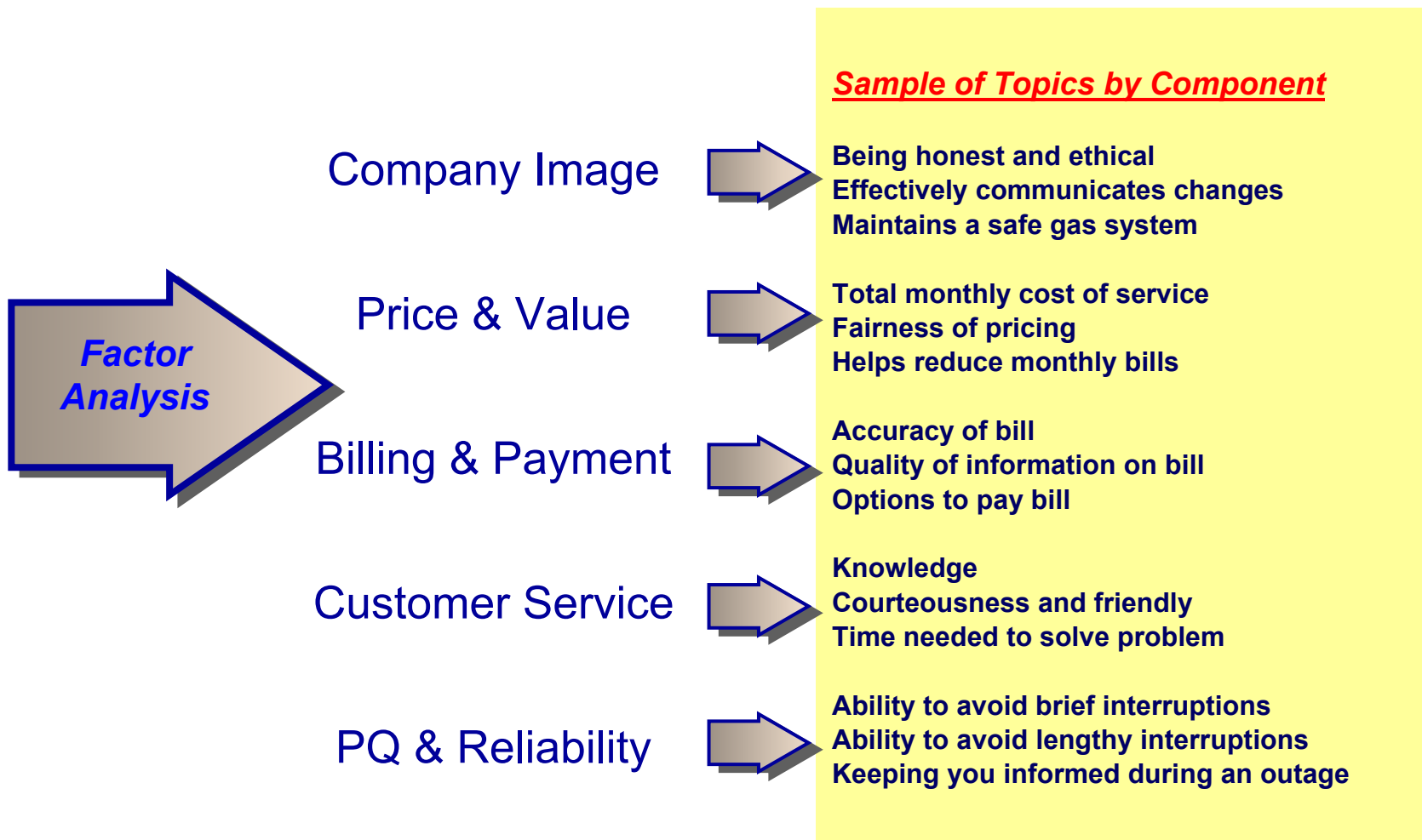
**September 3, 2003**

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**J.D. POWER**  
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# Indexing and Scoring at J.D. Power

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# Customer Satisfaction Model

## 2002 Residential Component Weights

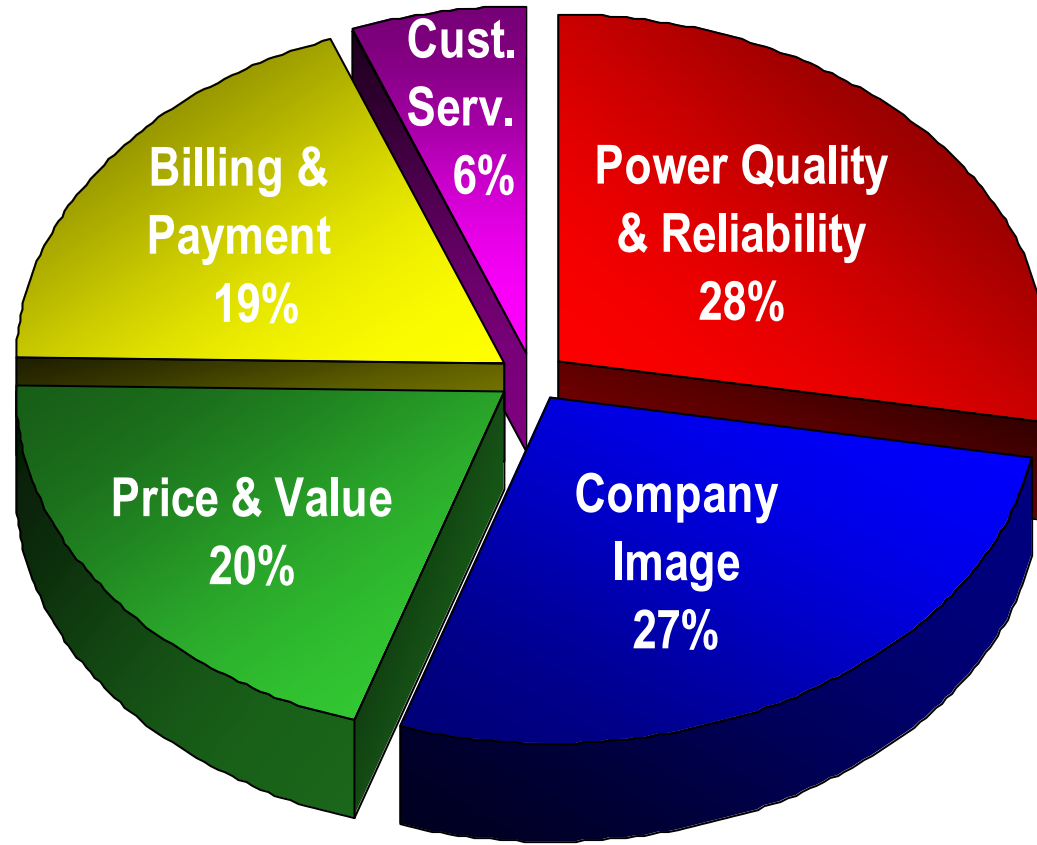
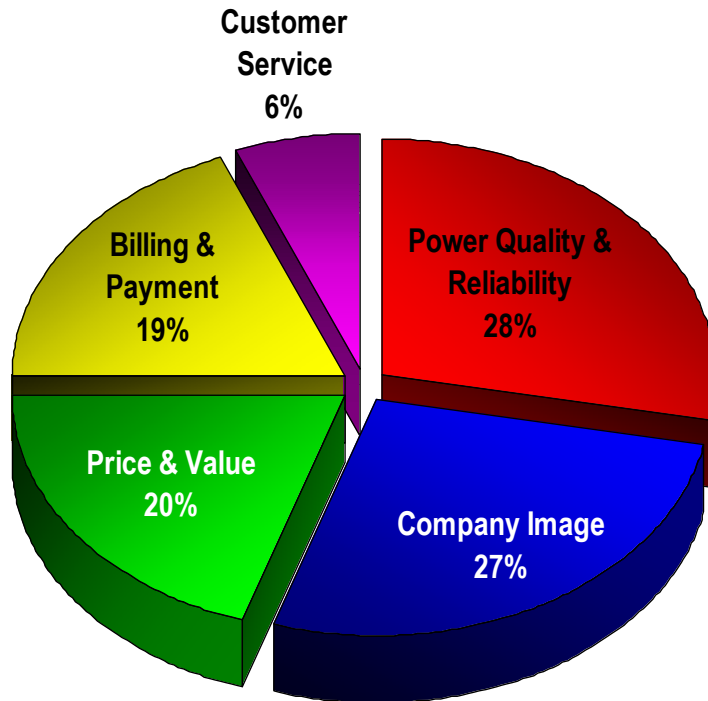


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# Idaho Power Component Weights

## Industry



## Idaho Power

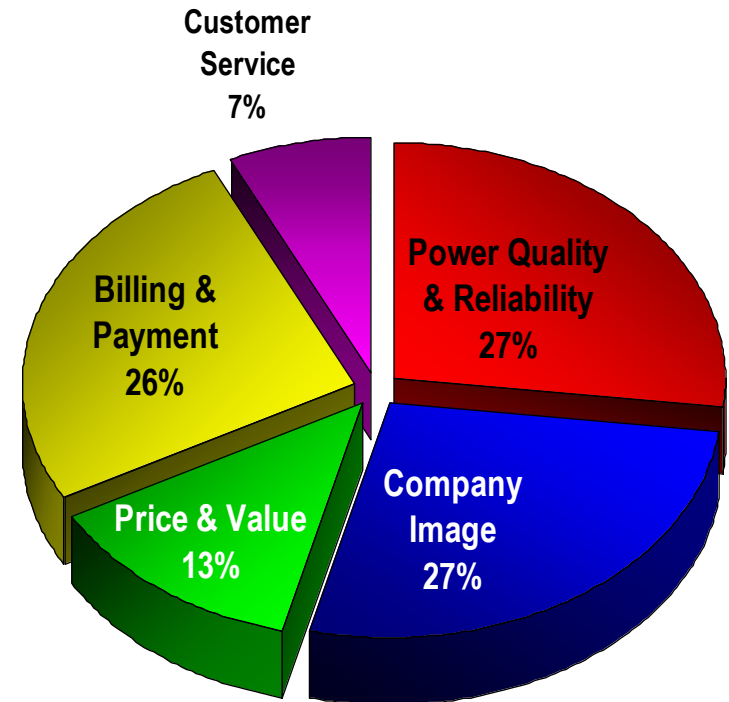
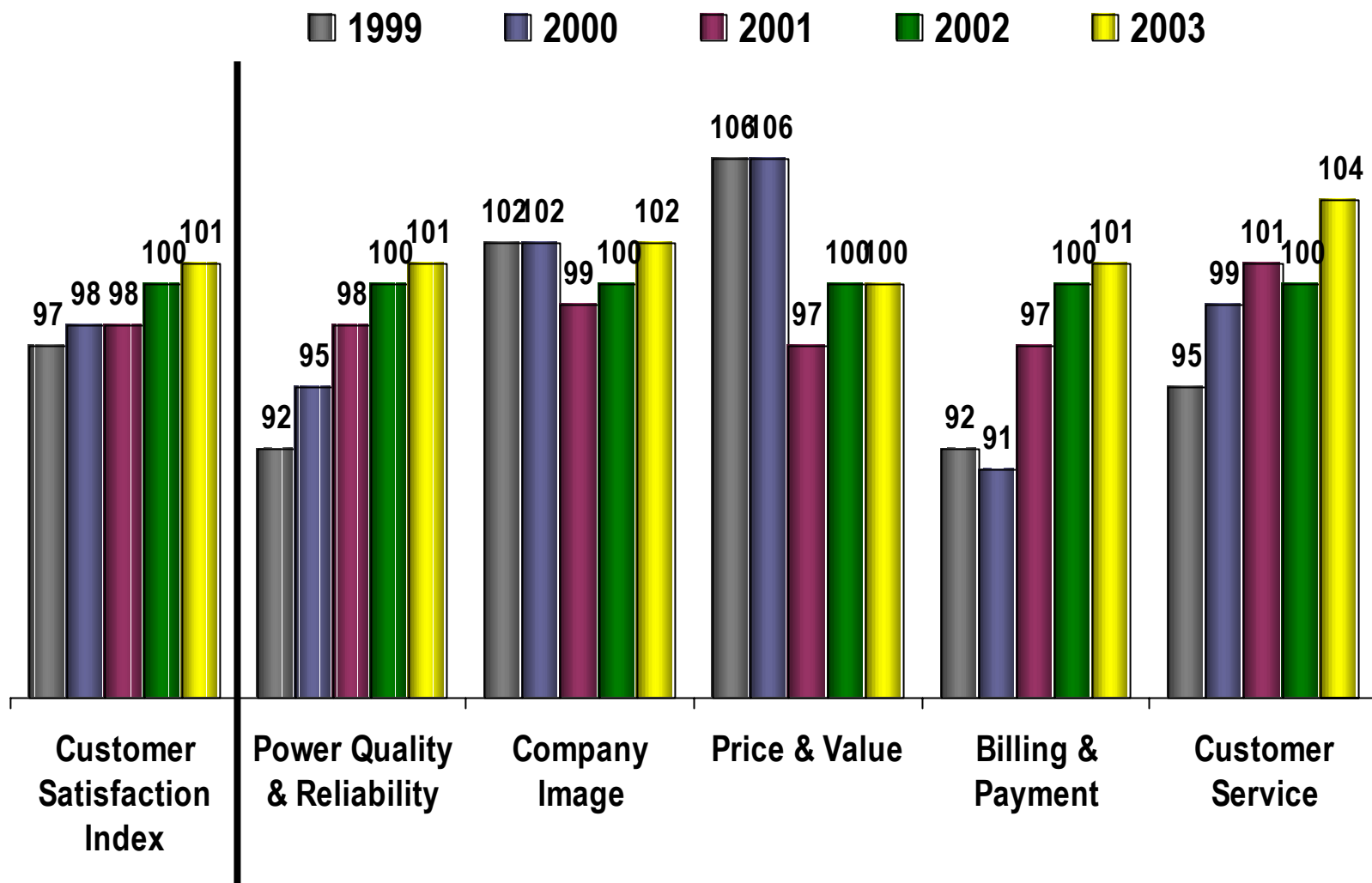


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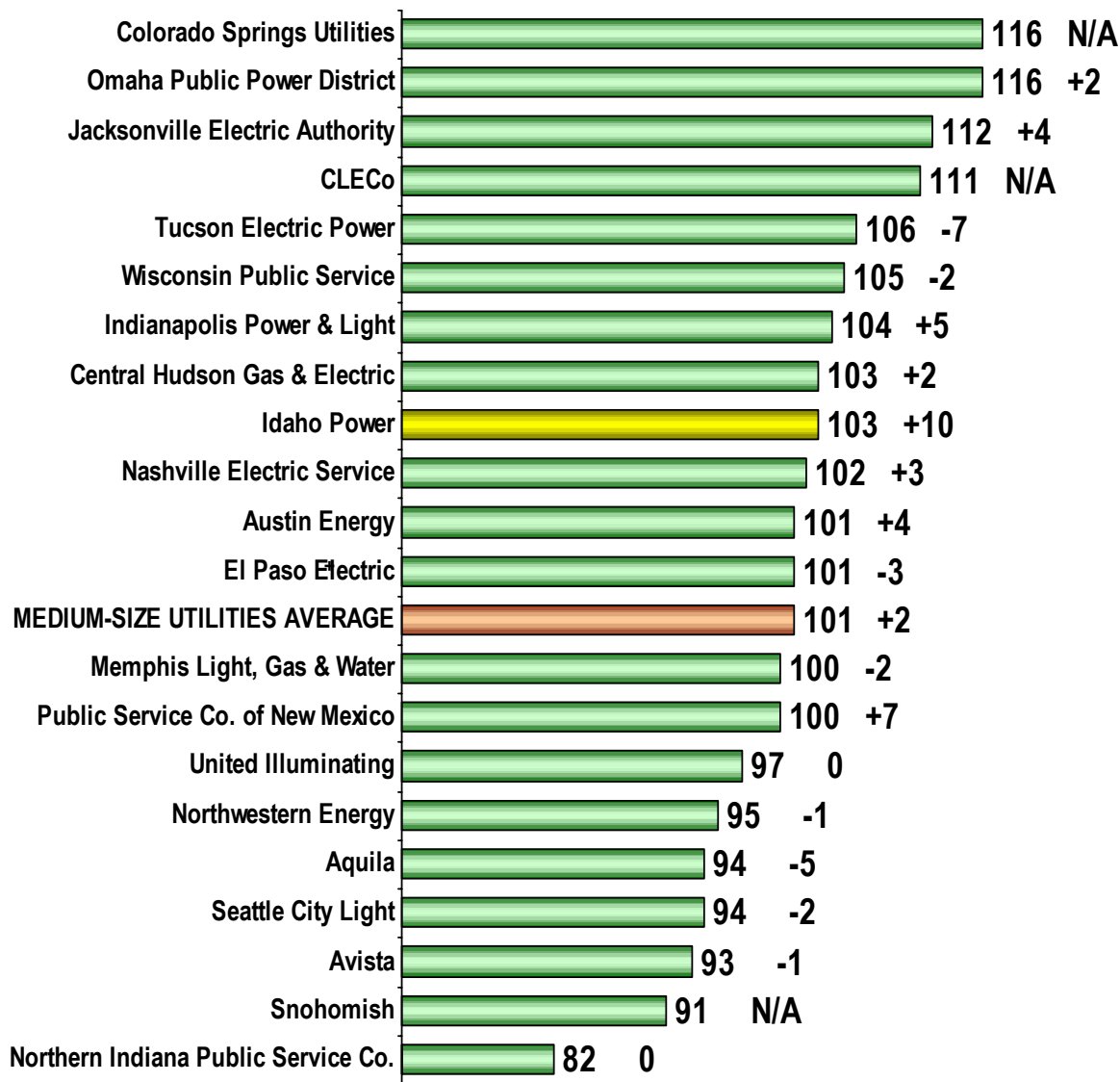
# 5 Year Industry Index Performance

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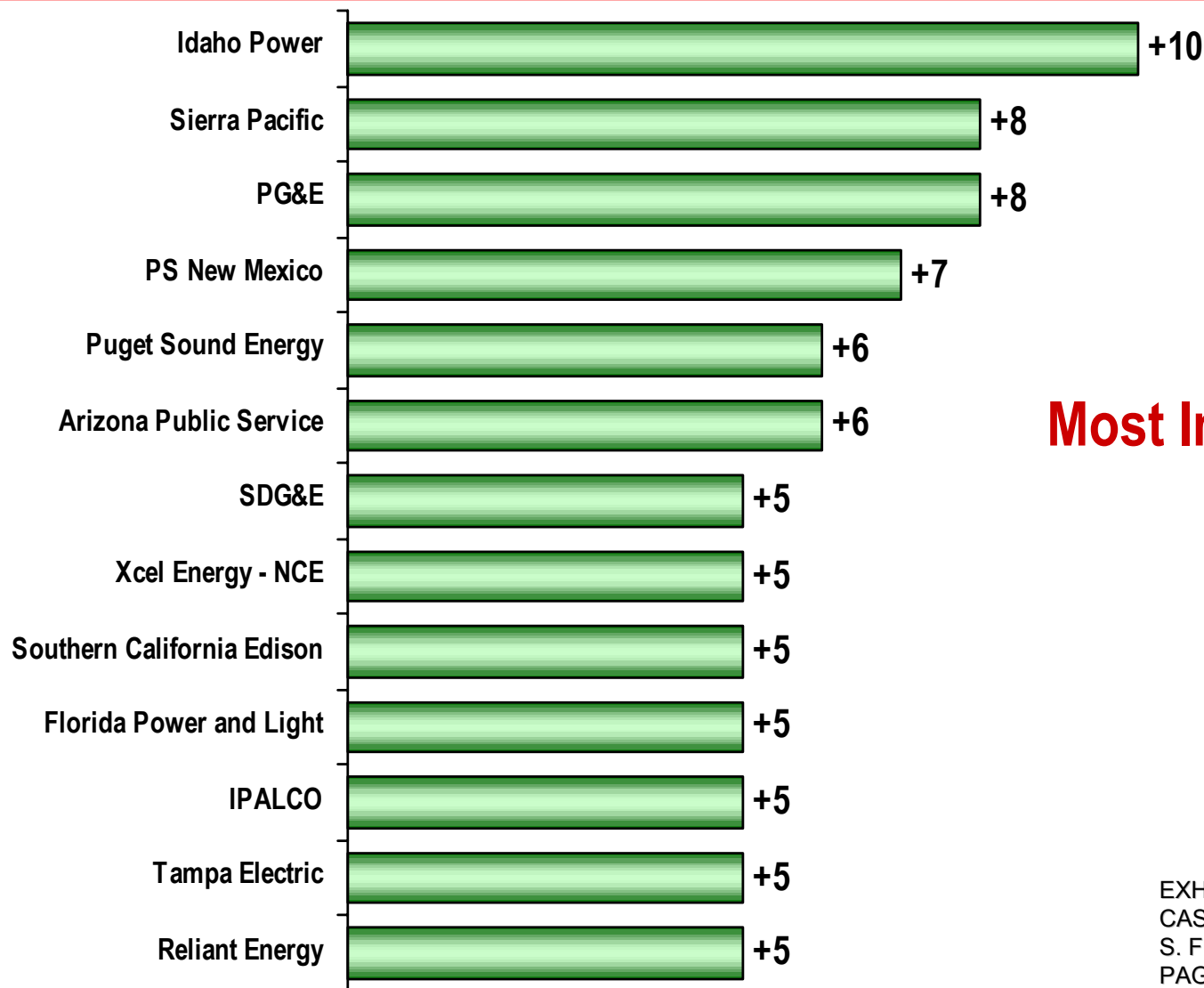
## Overall Customer Satisfaction Index



**Medium-Size  
Utilities**

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# 2003 Residential Study Overall Customer Satisfaction Index

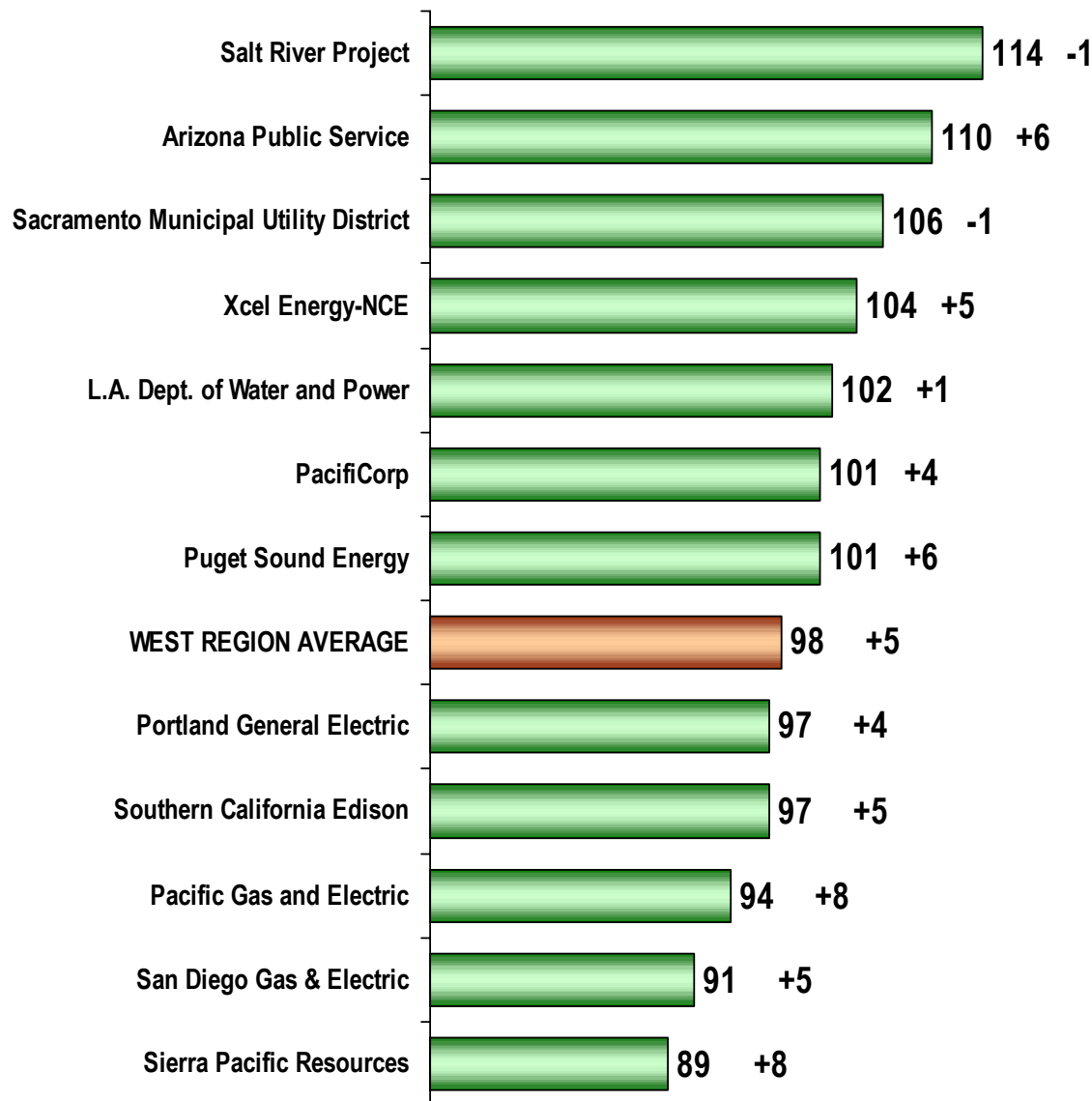


**Most Improved**

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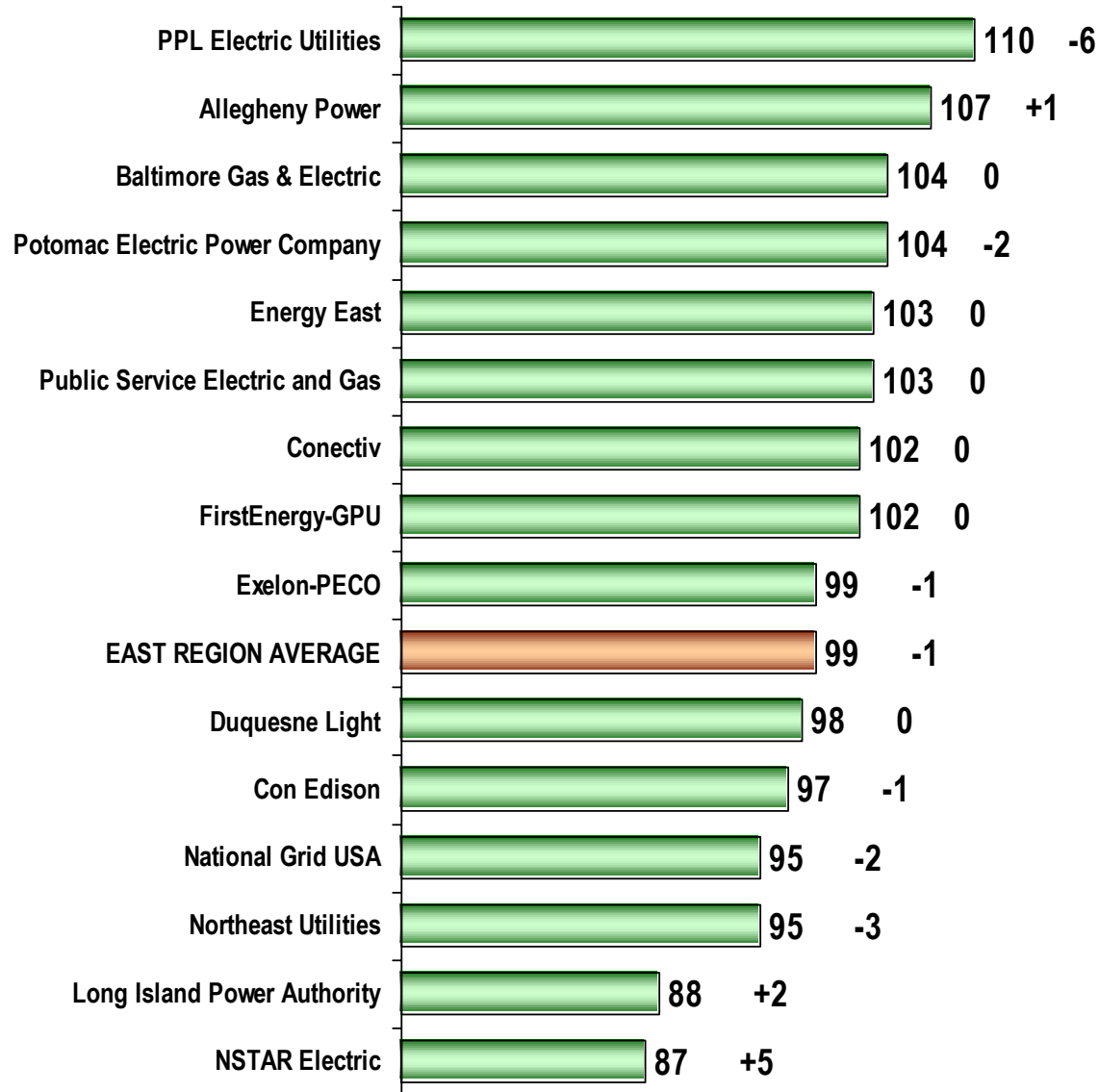


**West Region**

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## Overall Customer Satisfaction Index

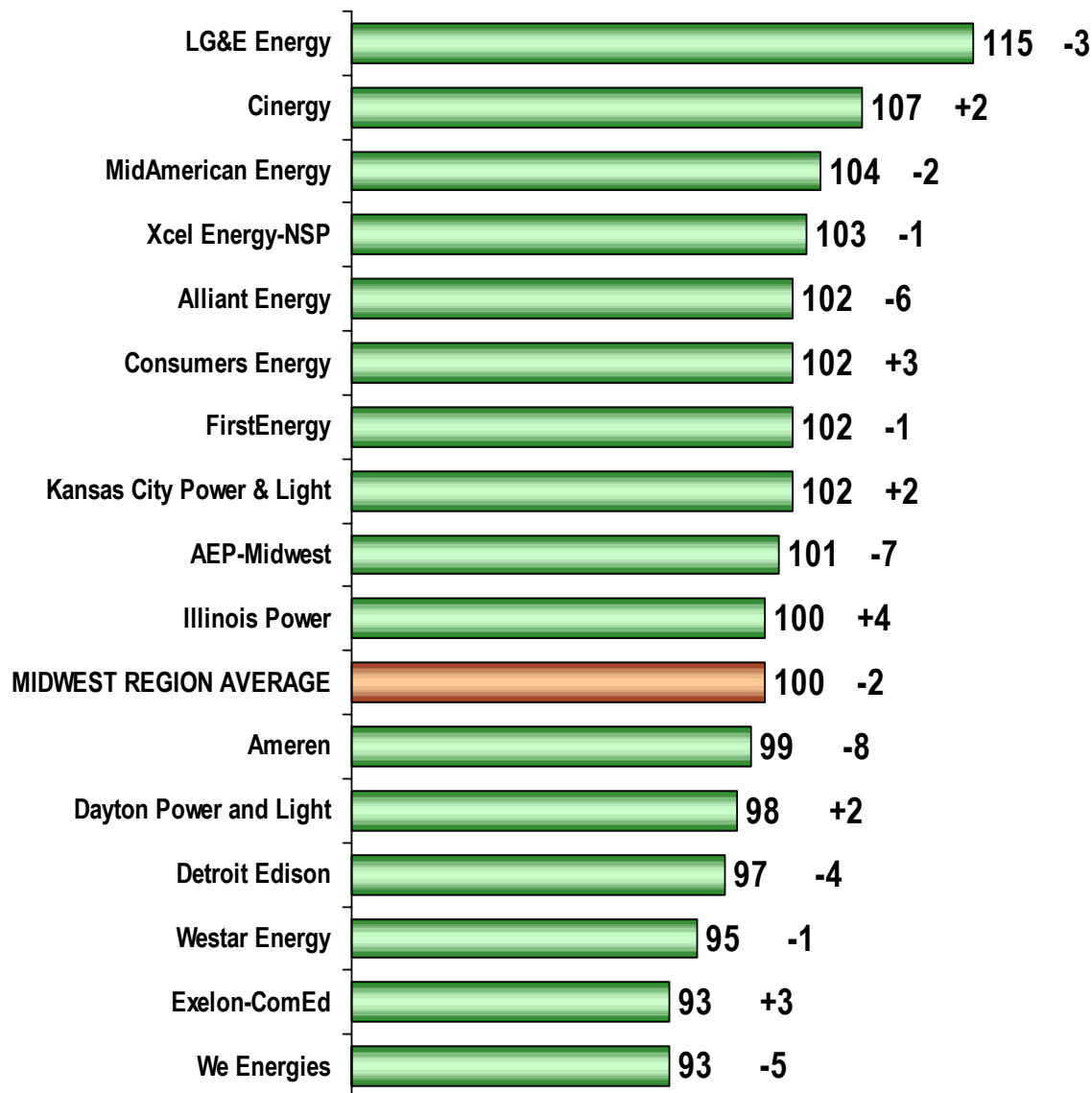


**East Region**

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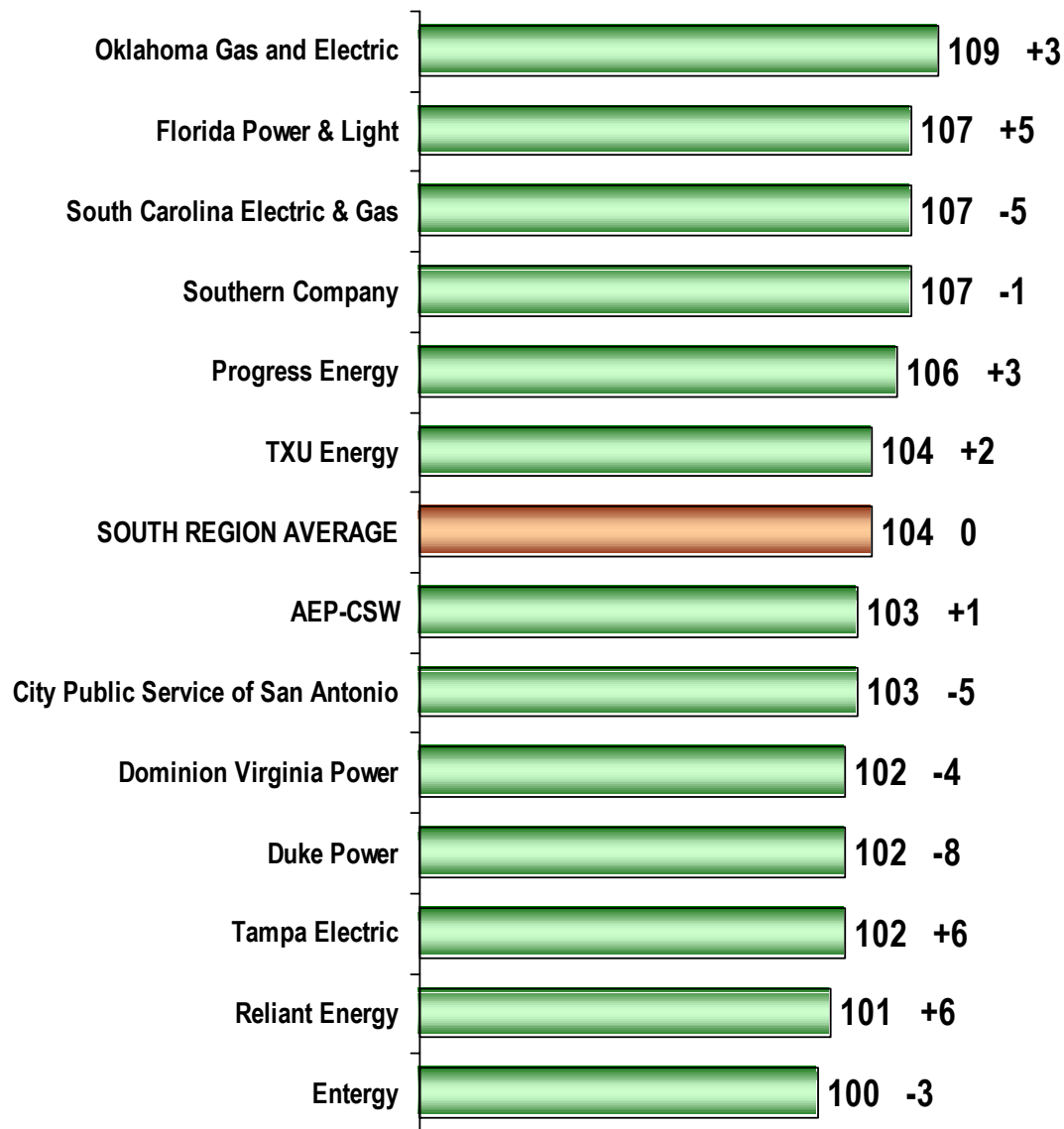
## Overall Customer Satisfaction Index



**Midwest Region**

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# 2003 Residential Study Overall Customer Satisfaction Index



**South Region**

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# ***Idaho Power Performance***



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# Idaho Power Performance Year-to-Year

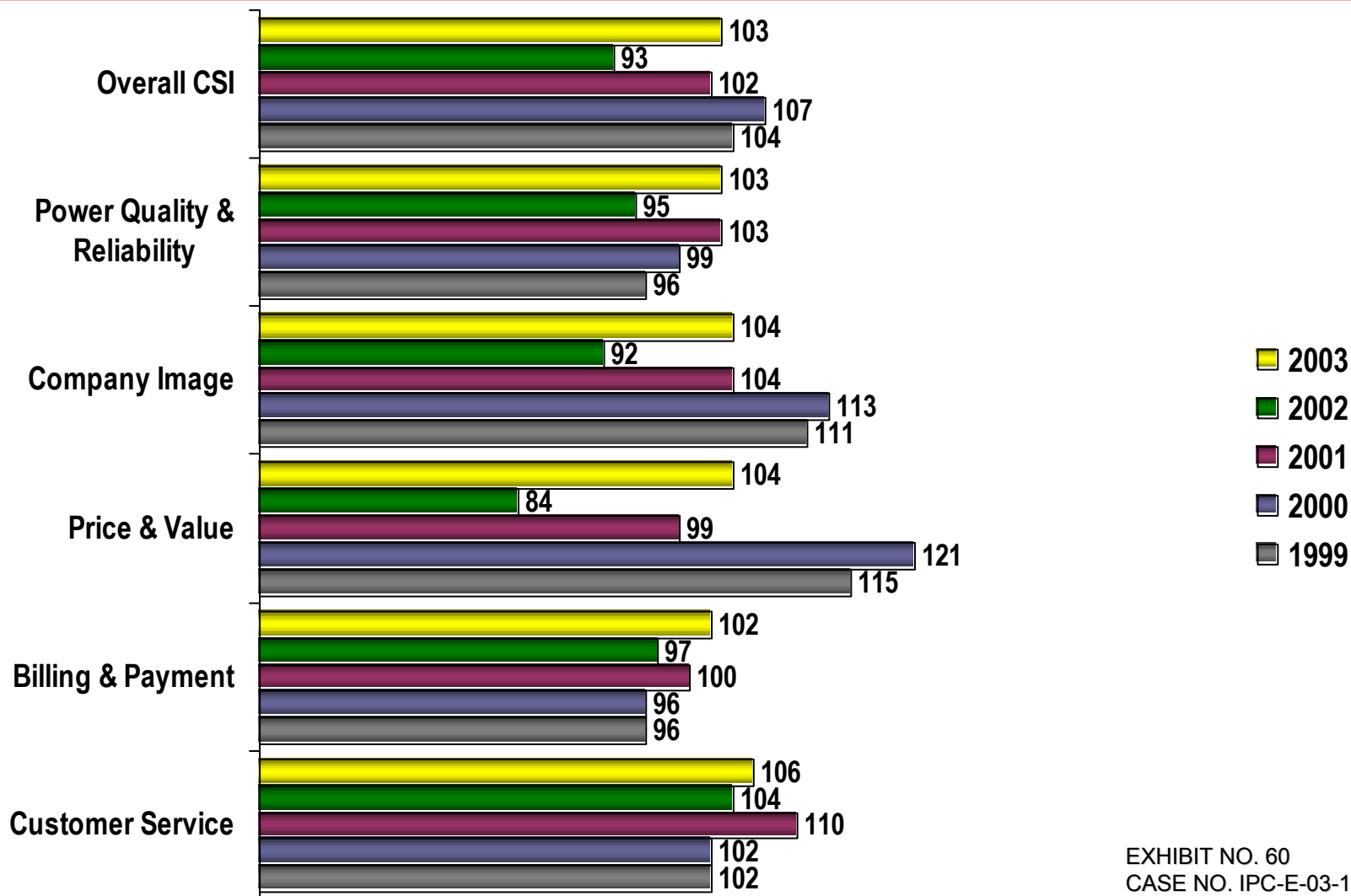
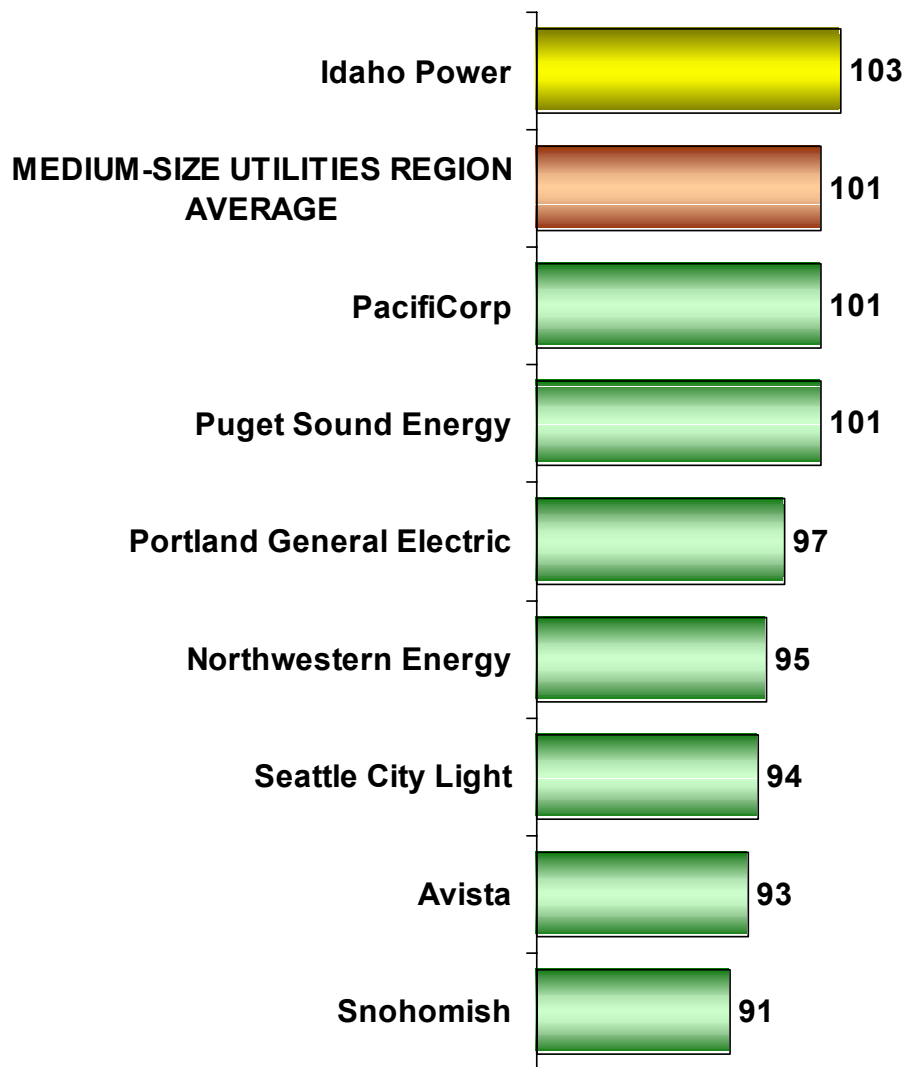


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# Idaho Power Performance versus Benchmark Set



**Customer  
Satisfaction  
Index**

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# Non-Deregulated States Tend to Have Higher Customer Satisfaction

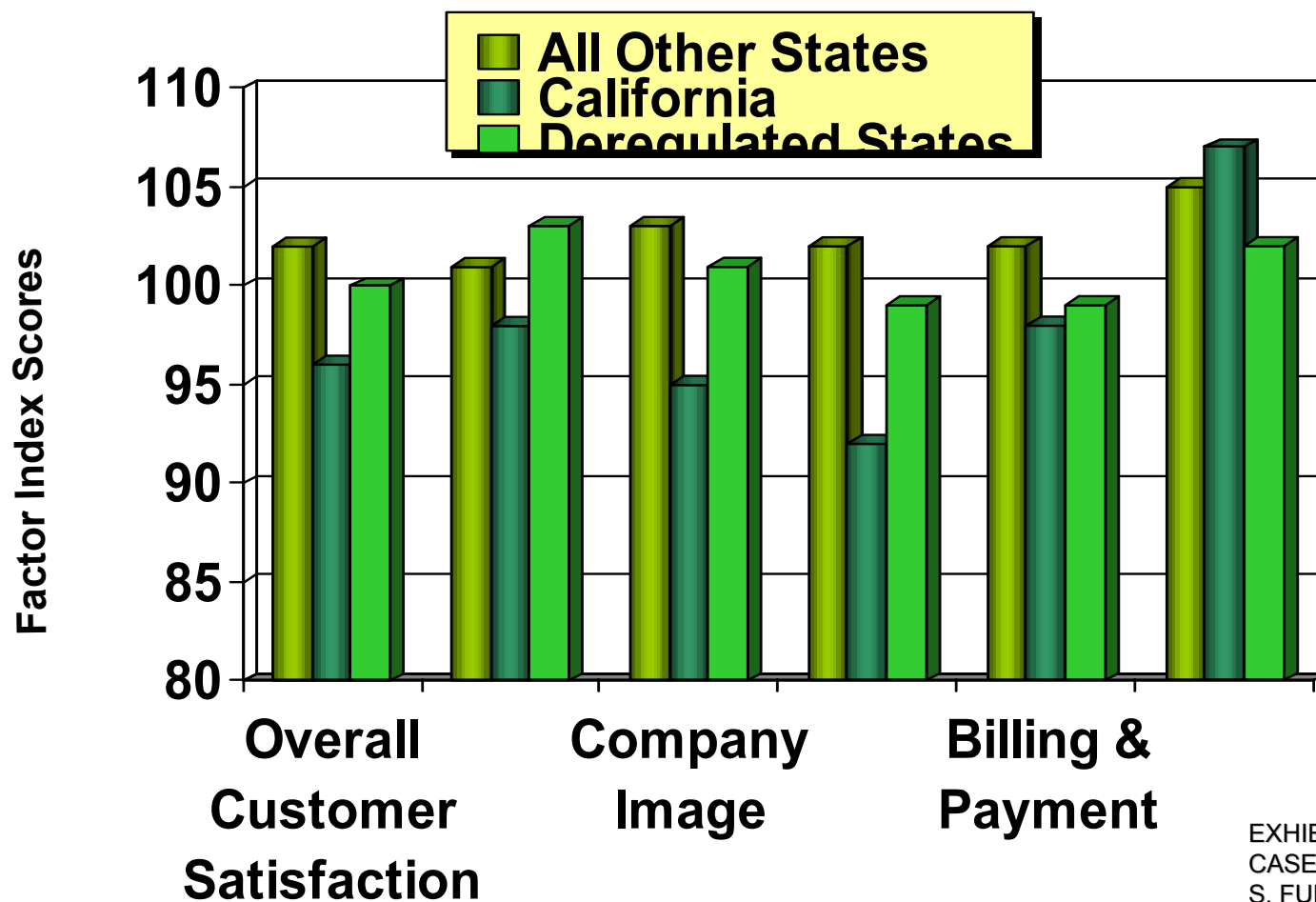


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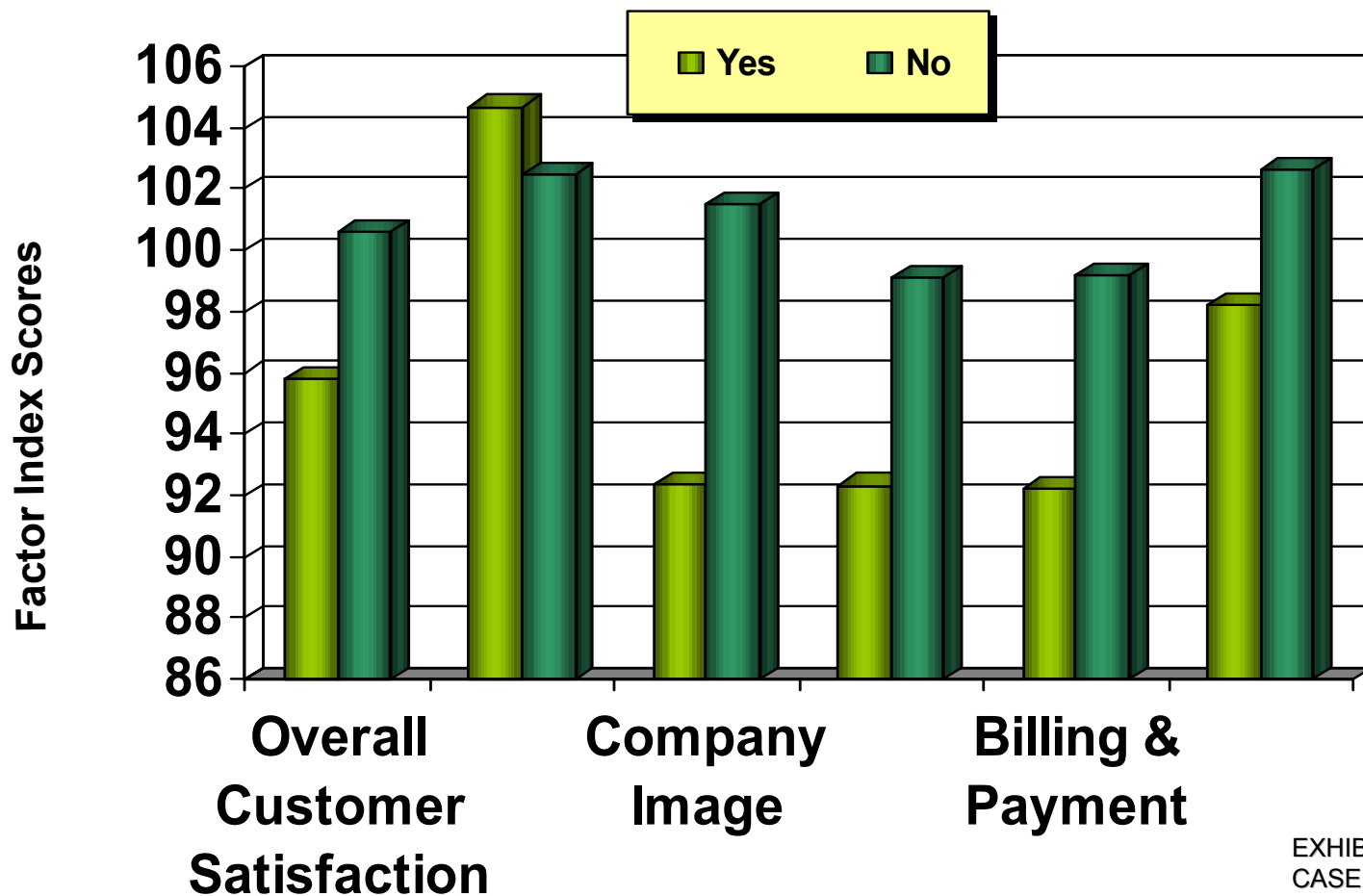
## Deregulated States:

District Of Columbia, Texas, Maryland, Ohio, New York, Pennsylvania, Connecticut, New Jersey, Massachusetts



# PQ&R Is The Only Higher Performing Factor Among Customers in Deregulated States

## Switched Electric Providers

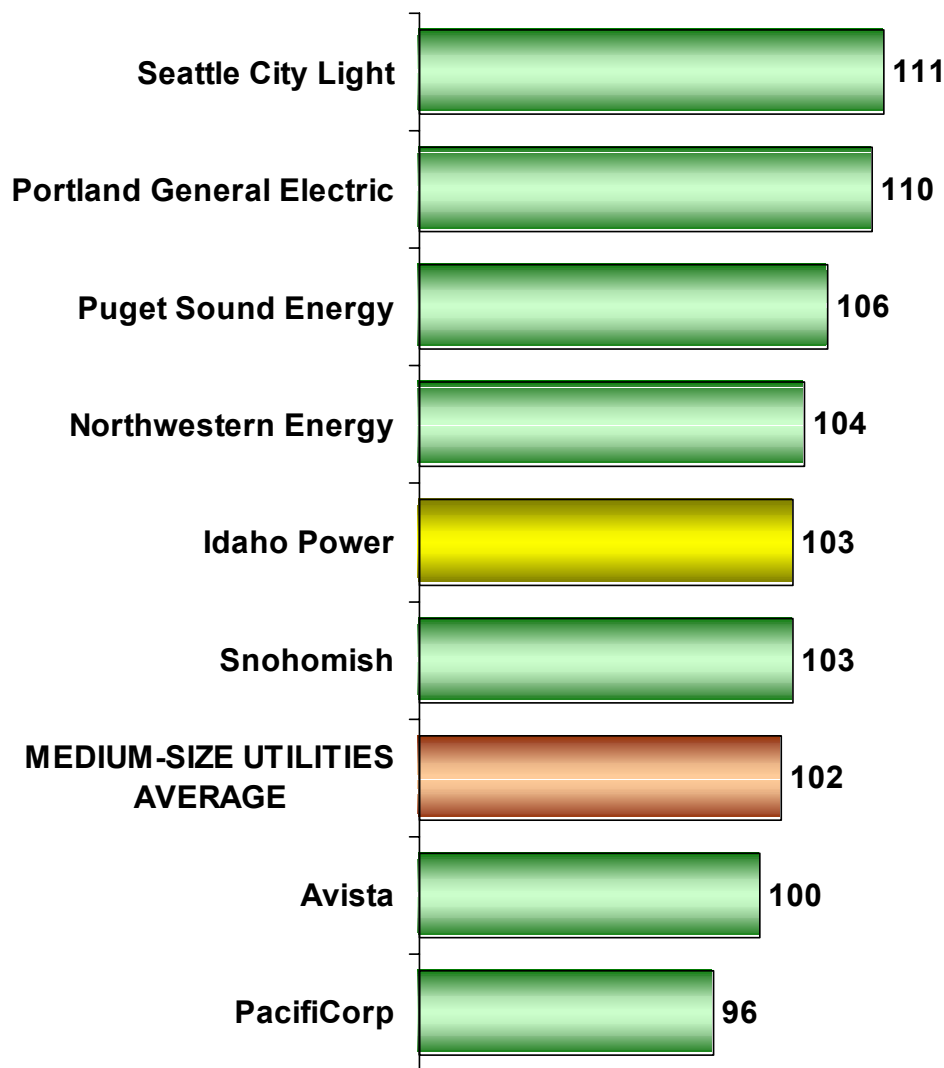


### Deregulated States:

District Of Columbia, Texas, Maryland, Ohio, New York, Pennsylvania, Connecticut, New Jersey, Massachusetts

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# Idaho Power Performance in Power Quality & Reliability Relative to Benchmark Set



**Power Quality  
& Reliability**

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# The Frequency And Duration of Idaho Power Outages

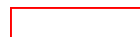
	# Brief (≤ 5 mins.)	# Lengthy (> 5 mins.)	Longest (Hours)	PQ&R Index
Seattle City Light	1.2	0.7	4.0	111
PGE	1.9	0.8	2.1	110
Puget	1.7	1.1	5.6	106
NW Energy	3.7	1.7	3.1	104
<b>Idaho Power</b>	<b>3.6</b>	<b>2.1</b>	<b>3.0</b>	<b>103</b>
Snohomish	2.5	1.1	5.6	103
MEDIUM-SIZE UTILITIES AVG.	3.3	1.5	7.3	102
Avista	3.3	1.1	4.5	100
PacifiCorp	4.6	2.1	5.4	96

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# Idaho Power Power Quality & Reliability Performance Year-to-Year

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	Mean Scores		
	<u>2003</u>	<u>2002</u>	<u>diff.</u>
28% Power Quality & Reliability	103	95	+8
24% Supply electricity during very hot or very cold temperatures	8.27	8.05	+0.22
22% Provide quality electric power in terms of being free from spikes, drops or surges	7.69	7.46	+0.23
17% Promptly restore power after an outage	7.74	7.30	+0.44
16% Avoid brief power interruptions of 5 minutes or less	7.47	7.10	+0.37
12% Avoid lengthy outages of more than 5 minutes	7.42	6.93	+0.49
10% Keep you informed about an outage	6.41	5.62	+0.79
Overall Power Quality & Reliability	8.10	7.67	+0.43



2003 performance significantly trails 2002



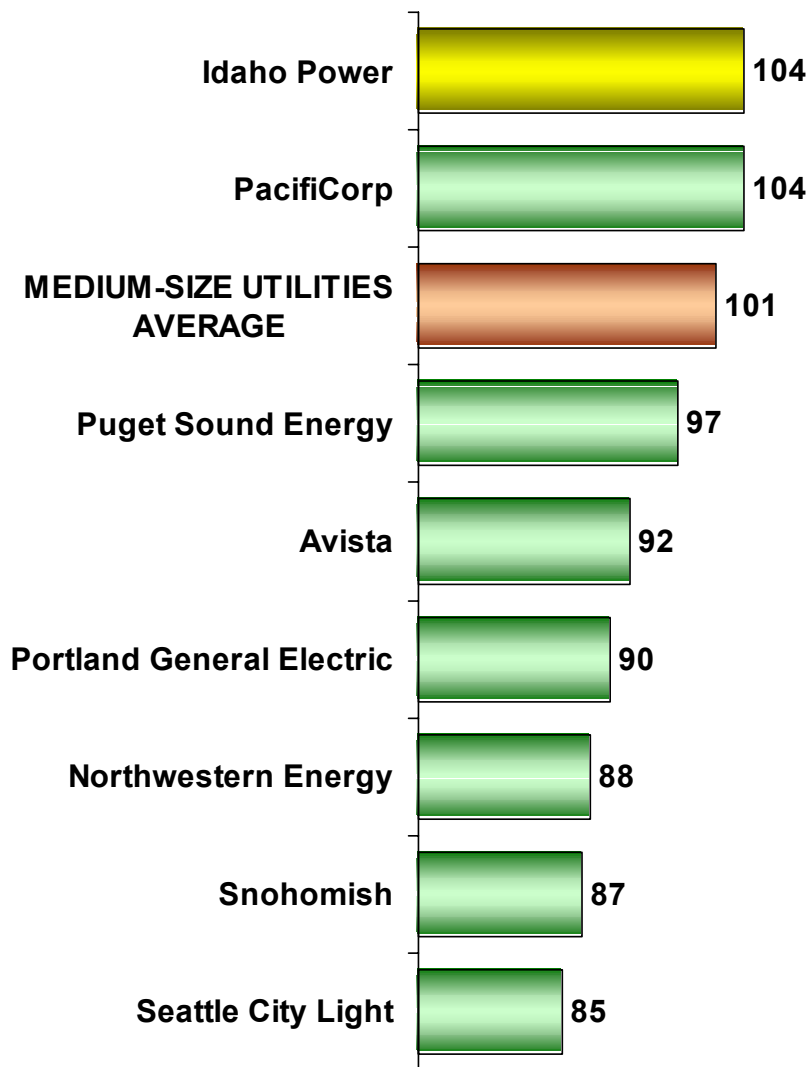
2003 performance significantly better than 2002

# Idaho Power Power Quality & Reliability Performance Relative to Seattle City Light

Top 3 Box %			
	<u>Idaho</u>	<u>SCL</u>	<u>diff.</u>
28% Power Quality & Reliability	103	111	-8
24% Supply electricity during very hot or very cold temperatures	74%	77%	-3%
22% Provide quality electric power in terms of being free from spikes, drops or surges	64%	70%	-6%
17% Promptly restore power after an outage	63%	66%	-3%
16% Avoid brief power interruptions of 5 minutes or less	62%	73%	-11%
12% Avoid lengthy outages of more than 5 minutes	57%	72%	-15%
10% Keep you informed about an outage	44%	47%	-3%
Overall Power Quality & Reliability	72%	73%	-1%

  2003 performance significantly trails Competitor  
  2003 performance significantly better than Competitor

# Idaho Power Performance in Company Image Relative to Benchmark Set



**Company  
Image**

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# Idaho Power Company Image Performance Year-to-Year

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	Mean Scores	<u>2003</u>	<u>2002</u>	<u>diff.</u>
27% Company Image		104	92	+12
20% Being honest and ethical		7.38	6.70	+0.68
13% Their ability to effectively communicates any changes that might affect your account or service		7.25	6.70	+0.55
13% Being a leader in the industry		6.99	6.64	+0.35
12% Their efforts to operate more efficiently		6.92	6.23	+0.69
10% Their commitment to the local community involvement and support		7.09	6.61	+0.48
9% Offering a variety of services and options		6.27	5.73	+0.54
8% Communicating how to be safe around electricity		7.54	7.28	+0.26
7% Their concern for the environment		7.42	6.69	+0.73
7% Planning for the future		6.92	6.36	+0.56
Overall Reputation		7.58	6.95	+0.63

2003 performance significantly trails 2002  
 2003 performance significantly better than 2002

# Idaho Power Company Image Performance Relative to PacifiCorp

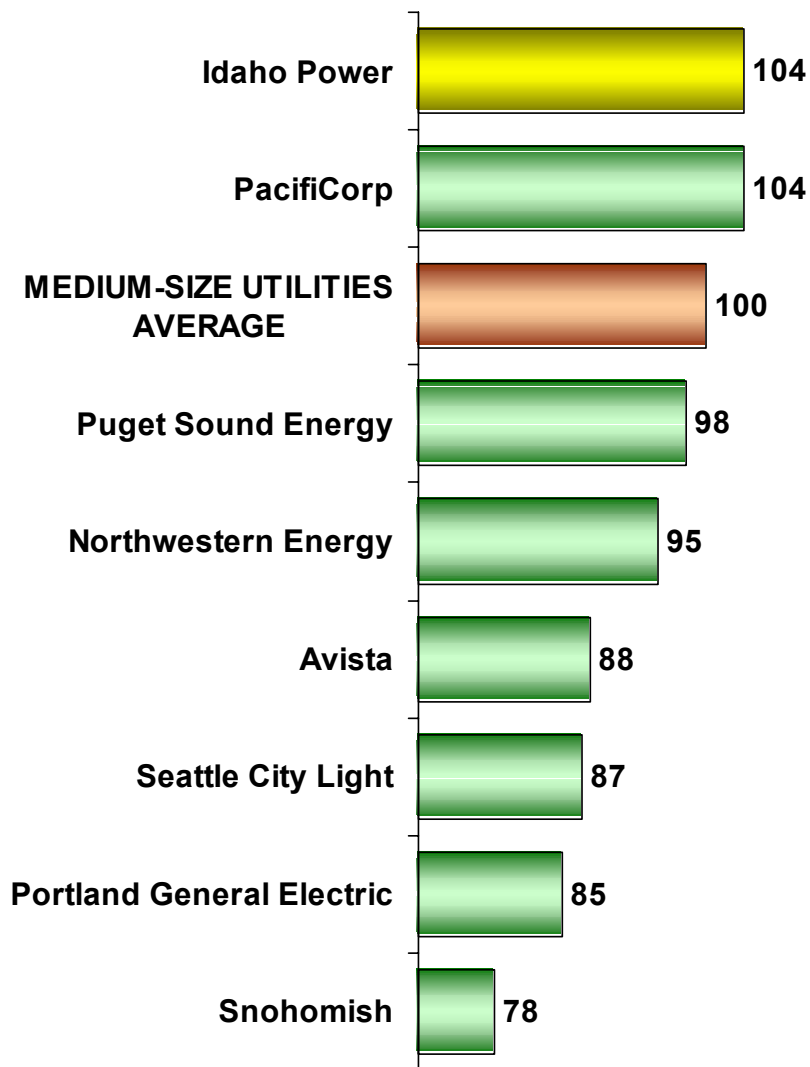
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	Top 3 Box %	<u>Idaho</u>	<u>PacifiCorp</u>	<u>dift.</u>
27% Company Image		104	104	0
20% Being honest and ethical		59%	56%	+3%
13% Their ability to effectively communicates any changes that might affect your account or service		52%	53%	-1%
13% Being a leader in the industry		50%	46%	+4%
12% Their efforts to operate more efficiently		45%	46%	-1%
10% Their commitment to the local community involvement and support		53%	44%	+9%
9% Offering a variety of services and options		36%	42%	-6%
8% Communicating how to be safe around electricity		62%	65%	-3%
7% Their concern for the environment		55%	48%	+7%
7% Planning for the future		50%	44%	+6%
Overall Reputation		61%	57%	+4%

  2003 performance significantly trails Competitor  
  2003 performance significantly better than Competitor



# Idaho Power Performance in Price & Value Relative to Benchmark Set



**Price & Value**

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# Idaho Power Residential Customers Report Monthly Expenditures

## Reported Average Monthly Expenditures

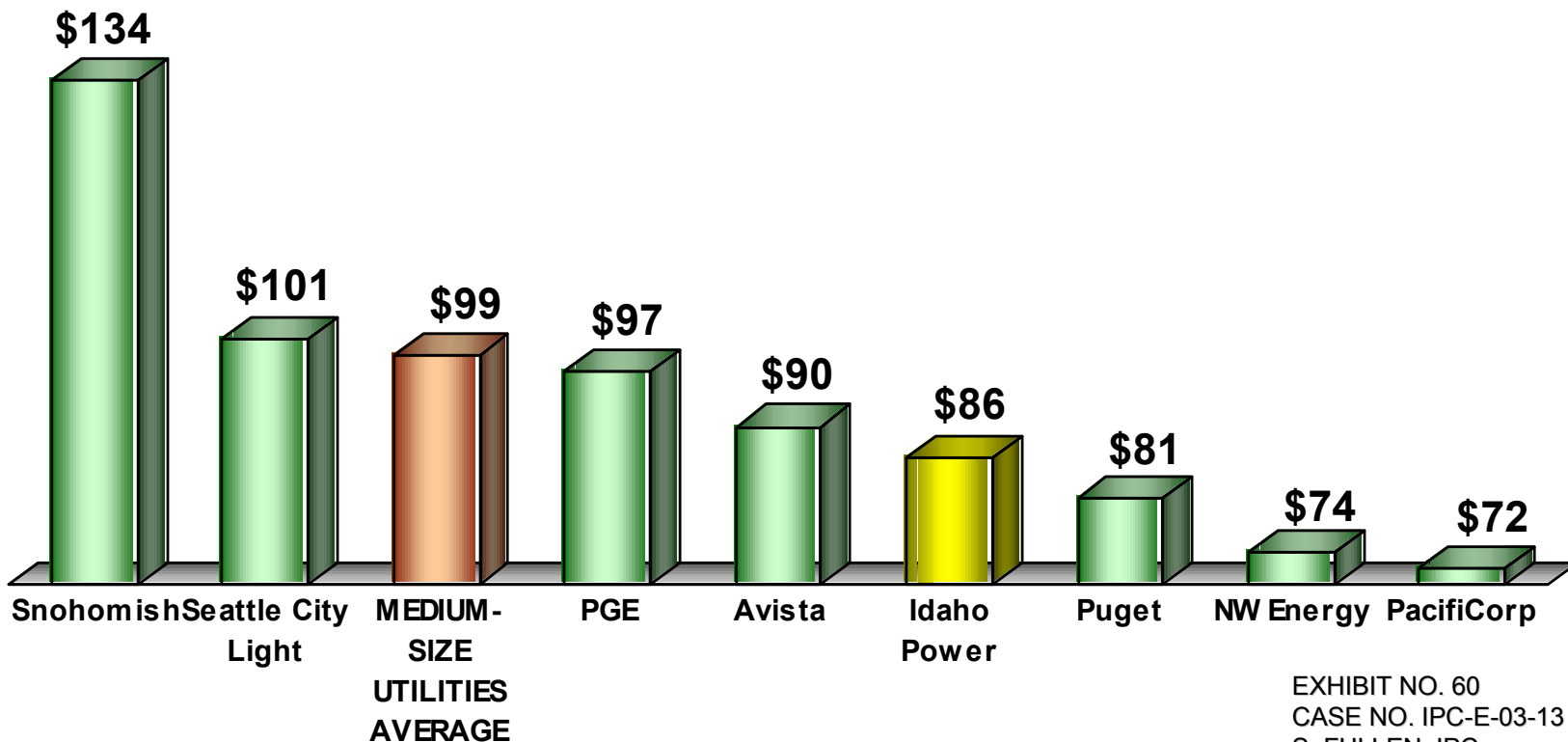


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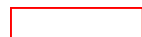
# Idaho Power Price & Value Performance Year-to-Year

	Mean Scores		
	<u>2003</u>	<u>2002</u>	<u>diff.</u>
20% Price & Value	104	84	+20
36% Total monthly cost of your electric service	6.28	5.36	+0.92
26% Fairness of pricing	6.25	5.10	+1.15
15% Ability of your utility to help you reduce your monthly bill	6.01	4.93	+1.08
12% Availability of pricing options that meet your needs	6.22	5.06	+1.16
11% Ease of understanding your pricing options	6.27	5.39	+0.88
Overall Value	7.13	6.09	+1.04
Average Winter Bill	\$ 95	\$ 109	(\$14)
Average Summer Bill	\$ 70	\$ 74	(\$4)

  2003 performance significantly trails 2002  
  2003 performance significantly better than 2002

# Idaho Power Price & Value Performance Relative to PacifiCorp

	Top 3 Box %		
	<u>Idaho</u>	<u>PacifiCorp</u>	<u>diff.</u>
20% Price & Value	104	104	0
36% Total monthly cost of your electric service	37%	37%	0%
26% Fairness of pricing	37%	35%	+2%
15% Ability of your utility to help you reduce your monthly bill	32%	31%	+1%
12% Availability of pricing options that meet your needs	39%	34%	+5%
11% Ease of understanding your pricing options	36%	39%	-3%
Overall Value	52%	47%	+5%



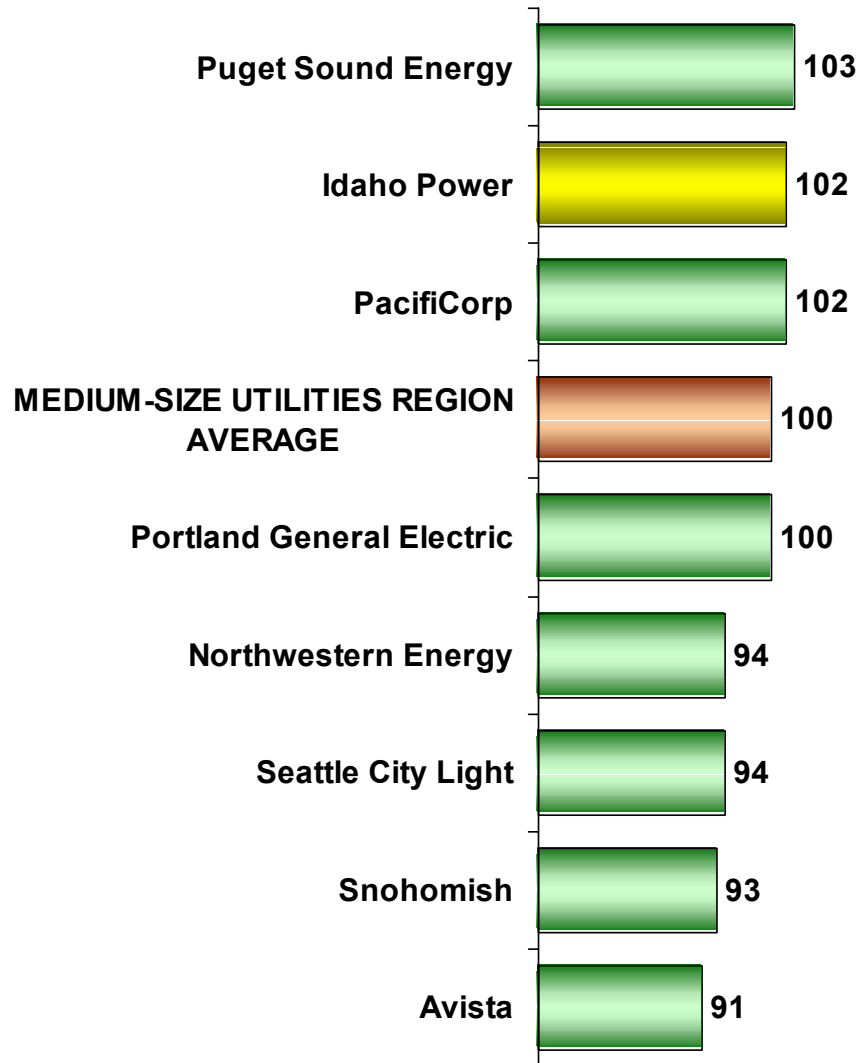
2003 performance significantly trails Competitor



2003 performance significantly better than Competitor

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# Idaho Power Performance in Billing & Payment Relative to Benchmark Set



**Billing &  
Payment**

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# Idaho Power Customers Use Other Bill Payment Methods

## Percent Of Customers Using Alternative Methods of Bill Payment

(Automatic deduction, call in and pay with credit card, Internet, or ATM/pay station)

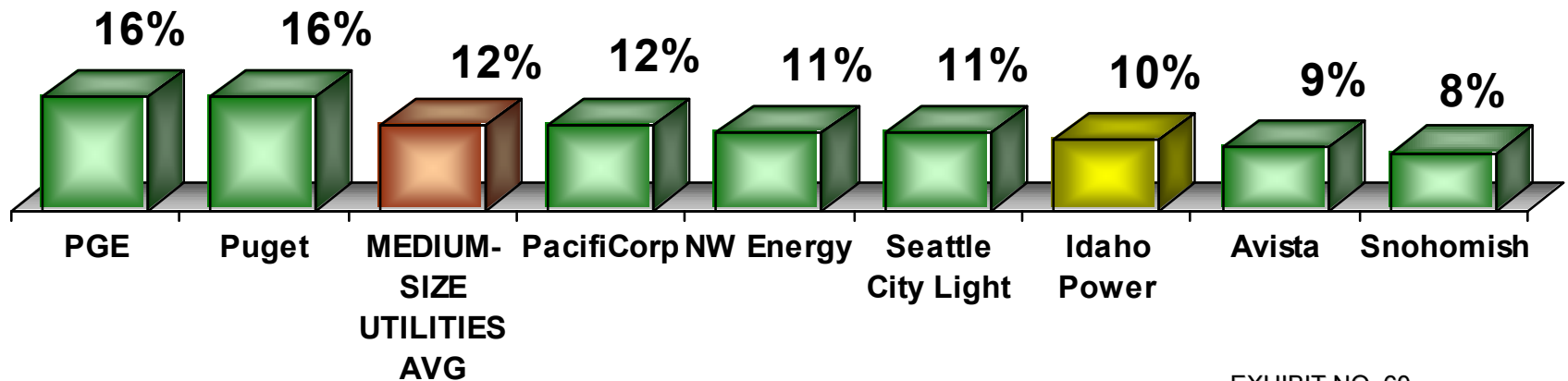


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# Idaho Power Billing & Payment Performance Year-to-Year

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	Mean Scores		
	<u>2003</u>	<u>2002</u>	<u>diff.</u>
19% Billing & Payment	102	97	+5
18% Accuracy of the bill	8.05	7.97	+0.08
17% Length of time you are given to pay without penalties	7.49	7.48	+0.01
16% Usefulness of options you have for how you pay your bill	7.72	7.11	+0.61
14% Ease of understanding the information on your bill	7.54	7.15	+0.39
14% Usefulness of the information available on your bill	7.53	7.21	+0.32
11% Ease of finding the exact amount to pay	8.65	8.74	-0.09
10% Ease of finding the payment due date	8.41	8.36	+0.05
Overall Billing & Payment	7.88	7.62	+0.26

  2003 performance significantly trails 2002  
  2003 performance significantly better than 2002

# Idaho Power Billing & Payment Performance Relative to Puget

Top 3 Box %			
	<u>Idaho</u>	<u>Puget</u>	<u>diff.</u>
19% Billing & Payment	102	103	-1
18% Accuracy of the bill	70%	70%	0%
17% Length of time you are given to pay without penalties	60%	61%	-1%
16% Usefulness of options you have for how you pay your bill	61%	61%	0%
14% Ease of understanding the information on your bill	61%	59%	+2%
14% Usefulness of the information available on your bill	59%	60%	-1%
11% Ease of finding the exact amount to pay	81%	79%	+2%
10% Ease of finding the payment due date	76%	79%	-3%
Overall Billing & Payment	67%	63%	+4%



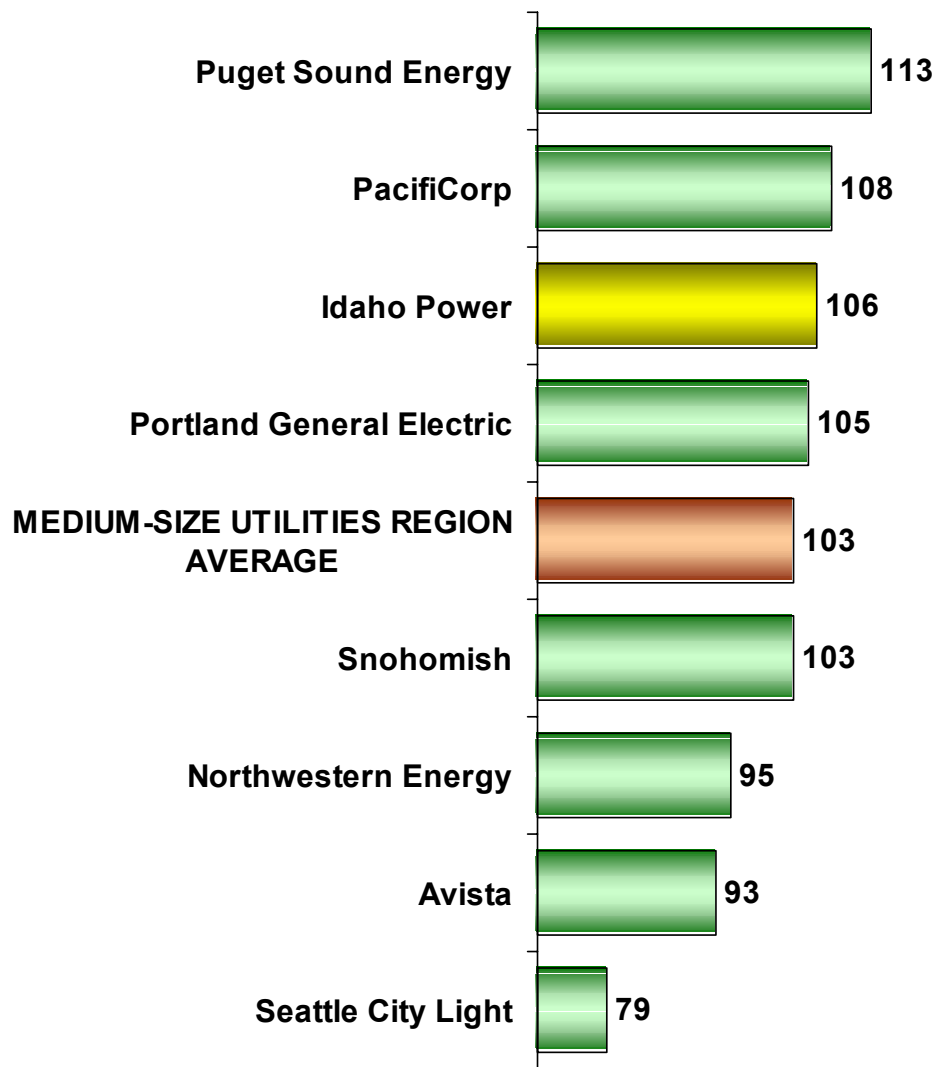
2003 performance significantly trails Competitor



2003 performance significantly better than Competitor



# Idaho Power Performance in Customer Service Relative to Benchmark Set



**Customer  
Service**

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# Idaho Power Customers Have Called ...

## Percent Of Customers Calling Utility

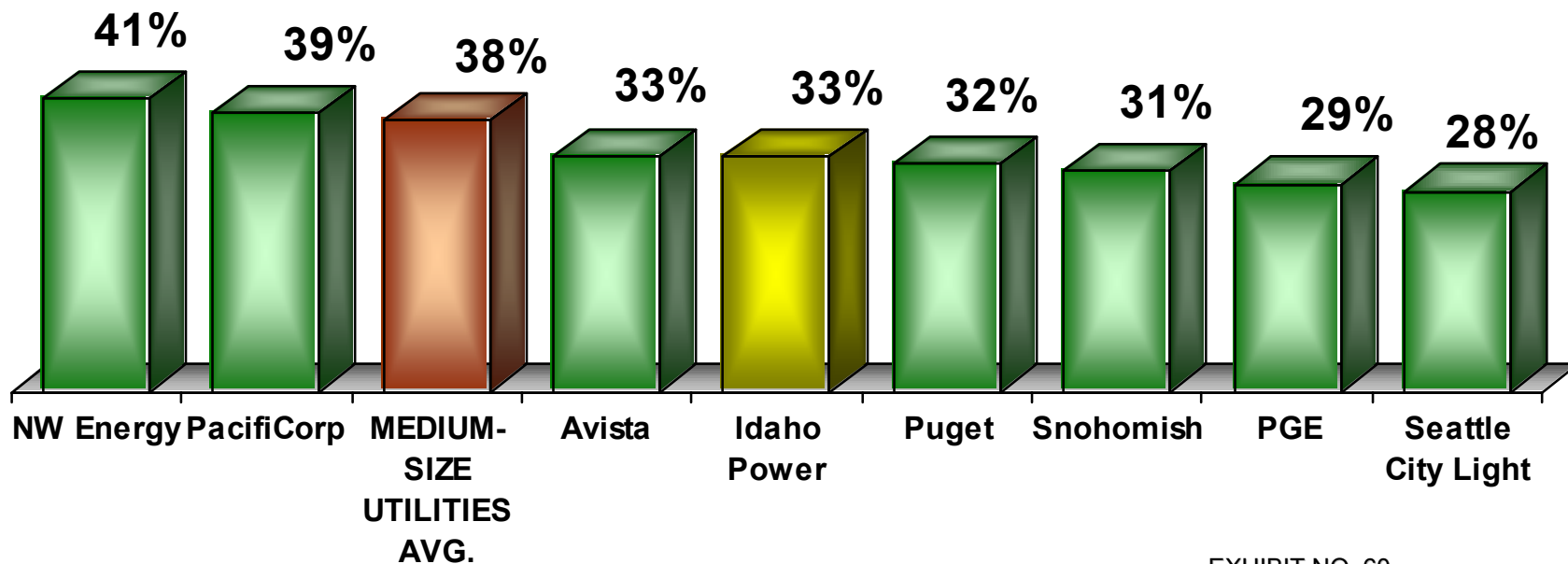


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# Idaho Power Customers Call

## Average Number of Calls Per Customer

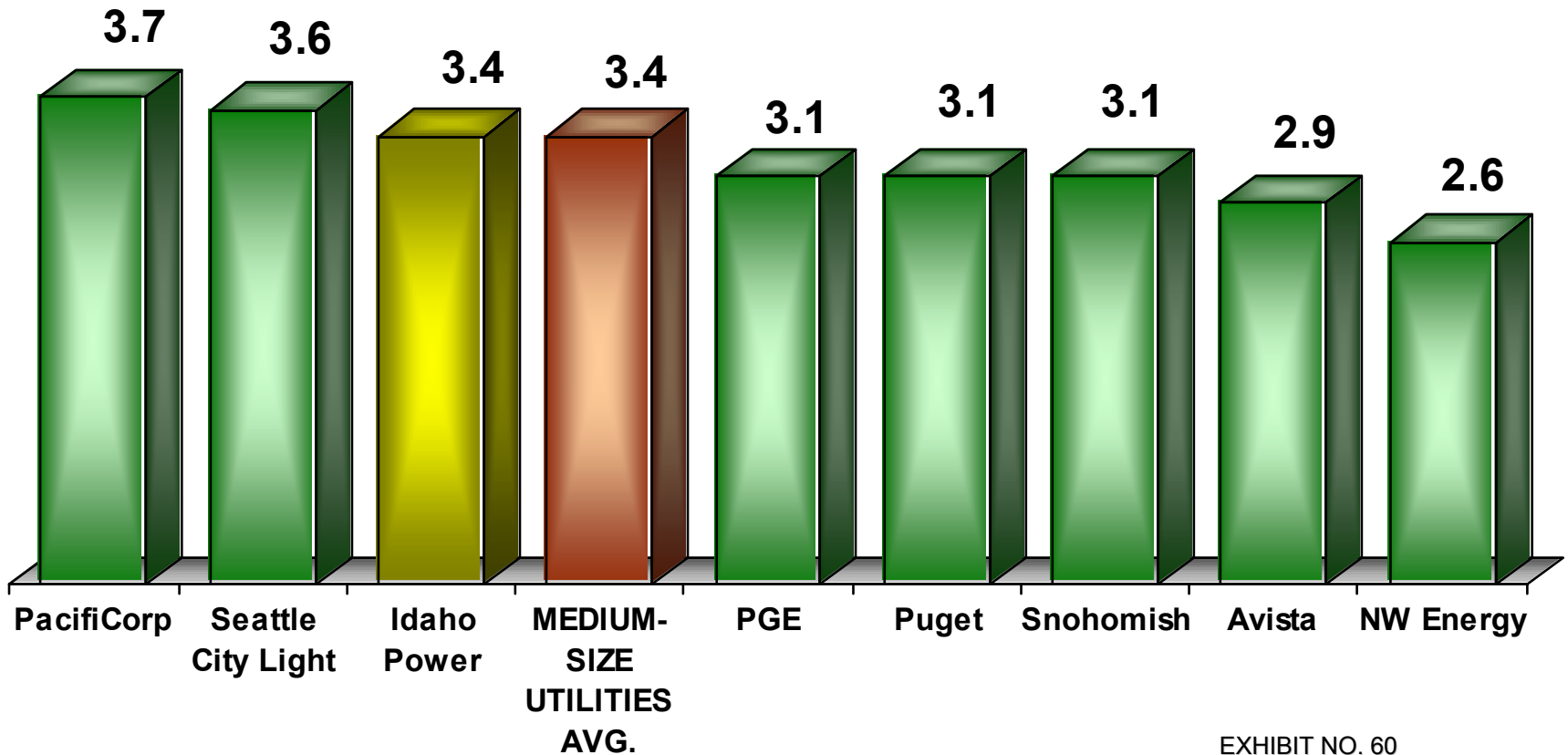


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# Customer Service Calling Profile for Idaho Power



	1999	2000	2001	2002	2003
% Have Called	38%	39%	32%	44%	33%
Avg. # of Calls per calling customer	2.8	3.2	3.0	3.6	3.4
% handled by ATRS	27%	17%	25%	22%	31%
<u>Reason for Call</u>					
Power Outage/Problem	35%	39%	40%	32%	28%
Follow-up on Outage/Problem	3%	2%	3%	3%	6%
Billing Problem or Inquiry	31%	20%	32%	30%	35%
Payment Problem or Inquiry	11%	8%	16%	14%	
Make an appointment for service	5%	7%	1%	1%	0%
Make a change in my account	19%	6%	8%	17%	13%
Energy efficient programs	0%	2%	0%	1%	
General information	8%	3%	0%	1%	0%
Other reasons	N/A	10%	2%	0%	0%

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# Idaho Power Customer Service Performance Year-to-Year

	Mean Scores		
	<u>2003</u>	<u>2002</u>	<u>diff.</u>
6% Customer Service	106	104	+2
19% Being courteous and friendly	8.07	8.39	-0.32
14% Their ability to answer question or resolve your problem during the first call	7.47	7.72	-0.25
14% The time needed to answer your questions or resolve your problem	7.89	7.64	+0.25
14% Having sufficient knowledge	8.17	7.80	+0.37
12% Demonstrating personal care and concern	7.57	7.59	-0.02
10% Promptness	7.11	6.70	+0.41
8% Listening to you	8.09	8.29	-0.20

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 2003 performance significantly trails 2002  
 2003 performance significantly better than 2002

# Idaho Power Customer Service Performance Relative to Puget

## Top 3 Box %

	<u>Idaho</u>	<u>Puget</u>	<u>diff.</u>
6% Customer Service	106	113	-7
19% Being courteous and friendly	72%	76%	-4%
14% Their ability to answer question or resolve your problem during the first call	64%	77%	-13%
14% The time needed to answer your questions or resolve your problem	70%	72%	-2%
14% Having sufficient knowledge	70%	77%	-7%
12% Demonstrating personal care and concern	59%	67%	-8%
10% Promptness	54%	44%	+10%
8% Listening to you	72%	76%	-4%

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 2003 performance significantly better than Competitor

# ***Geographic Mean Score Comparisons***

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# Idaho Power Power Quality & Reliability Performance Relative to Avista

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## Mean Scores

	<u>Idaho</u> <u>Power</u>	<u>Avista</u>	<u>diff.</u>
28% Power Quality & Reliability	103	100	+3
24% Supply electricity during very hot or very cold temperatures	8.27	7.95	+0.32
22% Provide quality electric power in terms of being free from spikes, drops or surges	7.69	7.58	+0.11
17% Promptly restore power after an outage	7.74	7.49	+0.25
16% Avoid brief power interruptions of 5 minutes or less	7.47	7.60	-0.13
12% Avoid lengthy outages of more than 5 minutes	7.42	7.41	+0.01
10% Keep you informed about an outage	6.41	6.31	+0.10
Overall Power Quality & Reliability	8.10	7.85	+0.25

  2003 performance significantly trails Competitor  
  2003 performance significantly better than Competitor



# Idaho Power Company Image Performance Relative to Avista

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	<u>Idaho</u> Mean Scores	<u>Power</u>	<u>Avista</u>	<u>diff.</u>
27% Company Image		104	92	+12
20% Being honest and ethical		7.38	6.43	+0.95
13% Their ability to effectively communicates any changes that might affect your account or service		7.25	6.79	+0.46
13% Being a leader in the industry		6.99	6.25	+0.74
12% Their efforts to operate more efficiently		6.92	6.28	+0.64
10% Their commitment to the local community involvement and support		7.09	6.67	+0.42
9% Offering a variety of services and options		6.27	6.41	-0.14
8% Communicating how to be safe around electricity		7.54	7.30	+0.24
7% Their concern for the environment		7.42	6.43	+0.99
7% Planning for the future		6.92	6.47	+0.45
Overall Reputation		7.58	6.66	+0.92

  2003 performance significantly trails Competitor  
  2003 performance significantly better than Competitor

# Idaho Power Price & Value Performance Relative to Avista

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## Mean Scores

	<u>Idaho</u> <u>Power</u>	<u>Avista</u>	<u>diff.</u>
20% Price & Value	104	88	+16
36% Total monthly cost of your electric service	6.28	5.64	+0.64
26% Fairness of pricing	6.25	5.17	+1.08
15% Ability of your utility to help you reduce your monthly bill	6.01	5.30	+0.71
12% Availability of pricing options that meet your needs	6.22	5.23	+0.99
11% Ease of understanding your pricing options	6.27	5.67	+0.60
Overall Value	7.13	6.40	+0.73
Average Winter Bill	\$ 95	\$ 101	(\$6)
Average Summer Bill	\$ 70	\$ 64	\$6

  2003 performance significantly trails Competitor  
  2003 performance significantly better than Competitor

# Idaho Power Billing & Payment Performance Relative to Avista

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## Mean Scores



	<u>Idaho</u> <u>Power</u>	<u>Avista</u>	<u>diff.</u>
19% Billing & Payment	102	91	+11
18% Accuracy of the bill	8.05	7.52	+0.53
17% Length of time you are given to pay without penalties	7.49	7.25	+0.24
16% Usefulness of options you have for how you pay your bill	7.72	7.03	+0.69
14% Ease of understanding the information on your bill	7.54	6.76	+0.78
14% Usefulness of the information available on your bill	7.53	6.85	+0.68
11% Ease of finding the exact amount to pay	8.65	8.47	+0.18
10% Ease of finding the payment due date	8.41	8.15	+0.26
Overall Billing & Payment	7.88	7.32	+0.56

2003 performance significantly trails Competitor  
 2003 performance significantly better than Competitor

# Idaho Power Customer Service Performance Relative to Avista

	Mean Scores		
	<u>Idaho</u> <u>Power</u>	<u>Avista</u>	<u>diff.</u>
6% Customer Service	106	93	+13
19% Being courteous and friendly	8.07	7.42	+0.65
14% Their ability to answer question or resolve your problem during the first call	7.47	7.31	+0.16
14% The time needed to answer your questions or resolve your problem	7.89	7.07	+0.82
14% Having sufficient knowledge	8.17	7.42	+0.75
12% Demonstrating personal care and concern	7.57	6.69	+0.88
10% Promptness	7.11	6.67	+0.44
8% Listening to you	8.09	7.36	+0.73

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 2003 performance significantly trails Competitor  
 2003 performance significantly better than Competitor

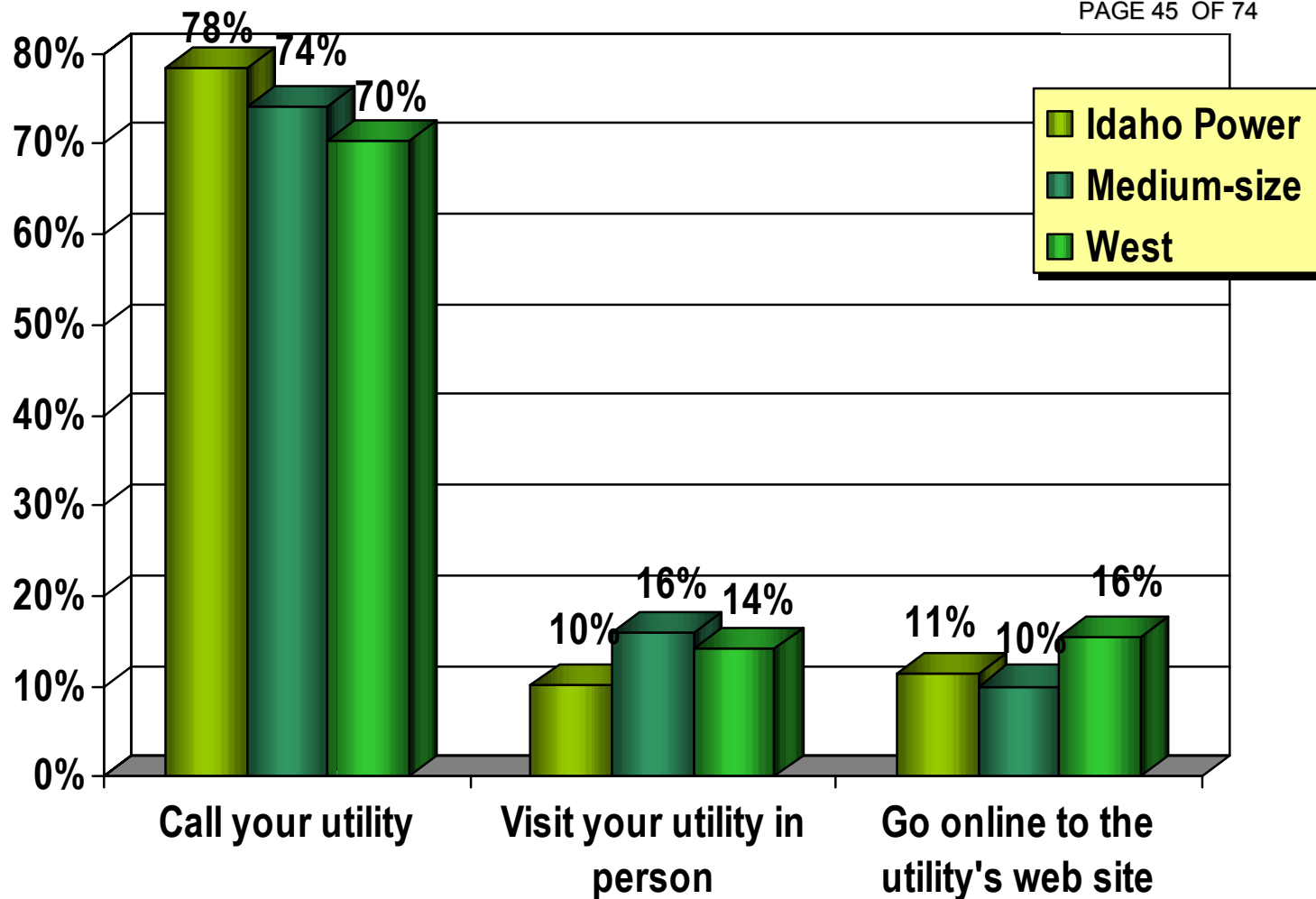
# Website Issues

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# “Most Recent Service Contact With Your Utility”

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# Customers Rate Personal Service Experiences The Same as Online Service at Idaho Power

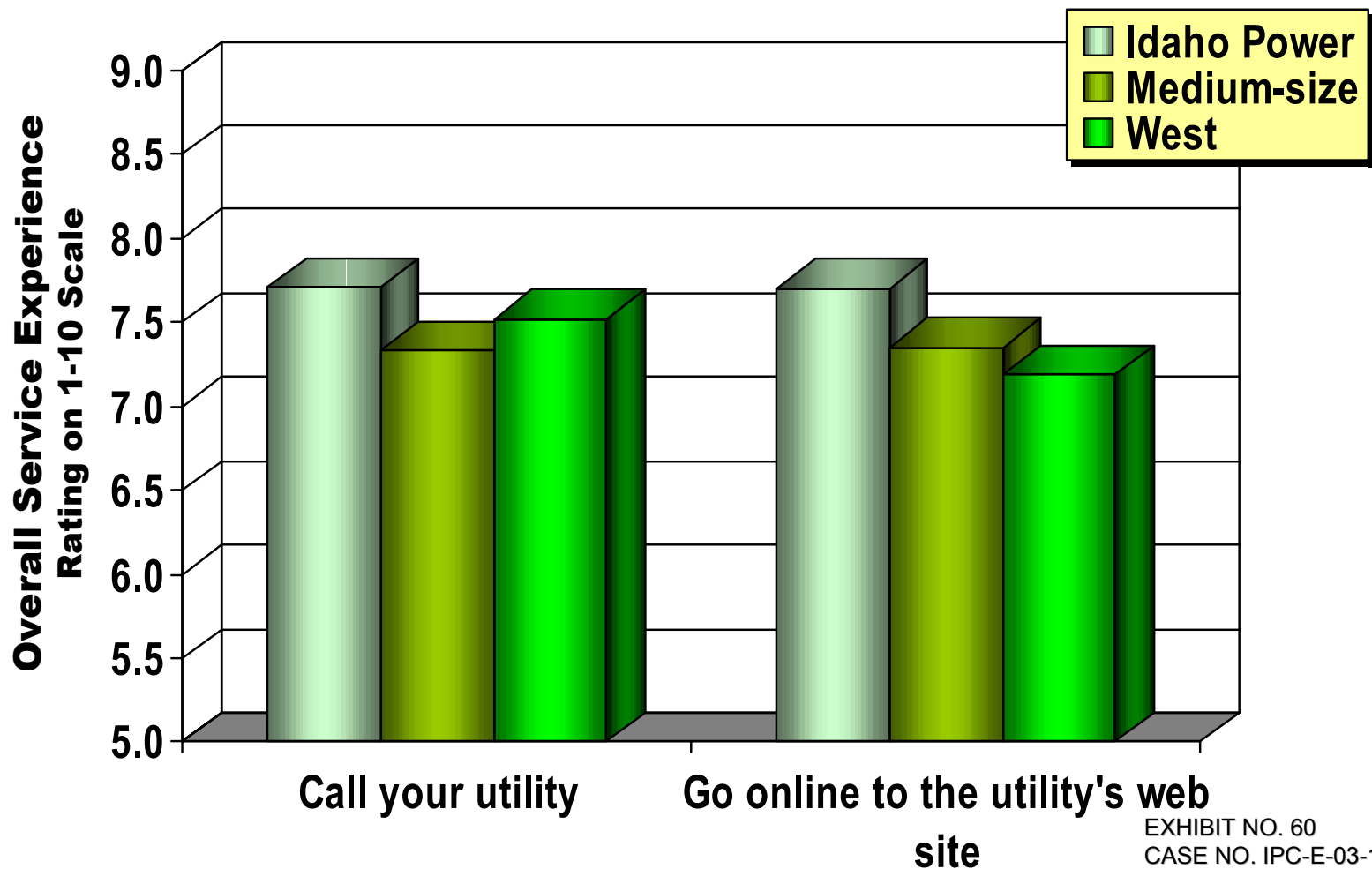


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# Reason Customers Access Utility Websites - Medium-size Utilities

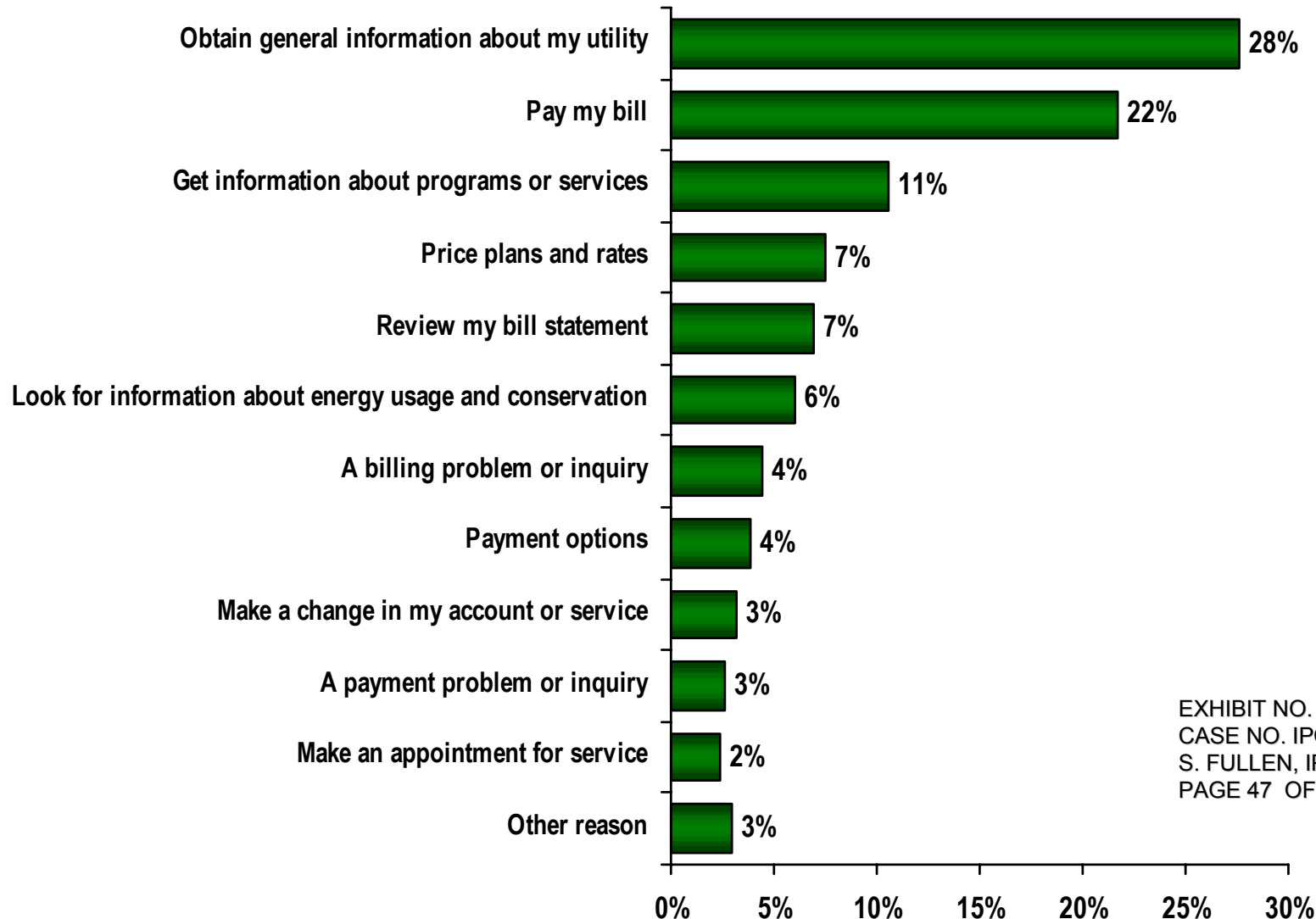
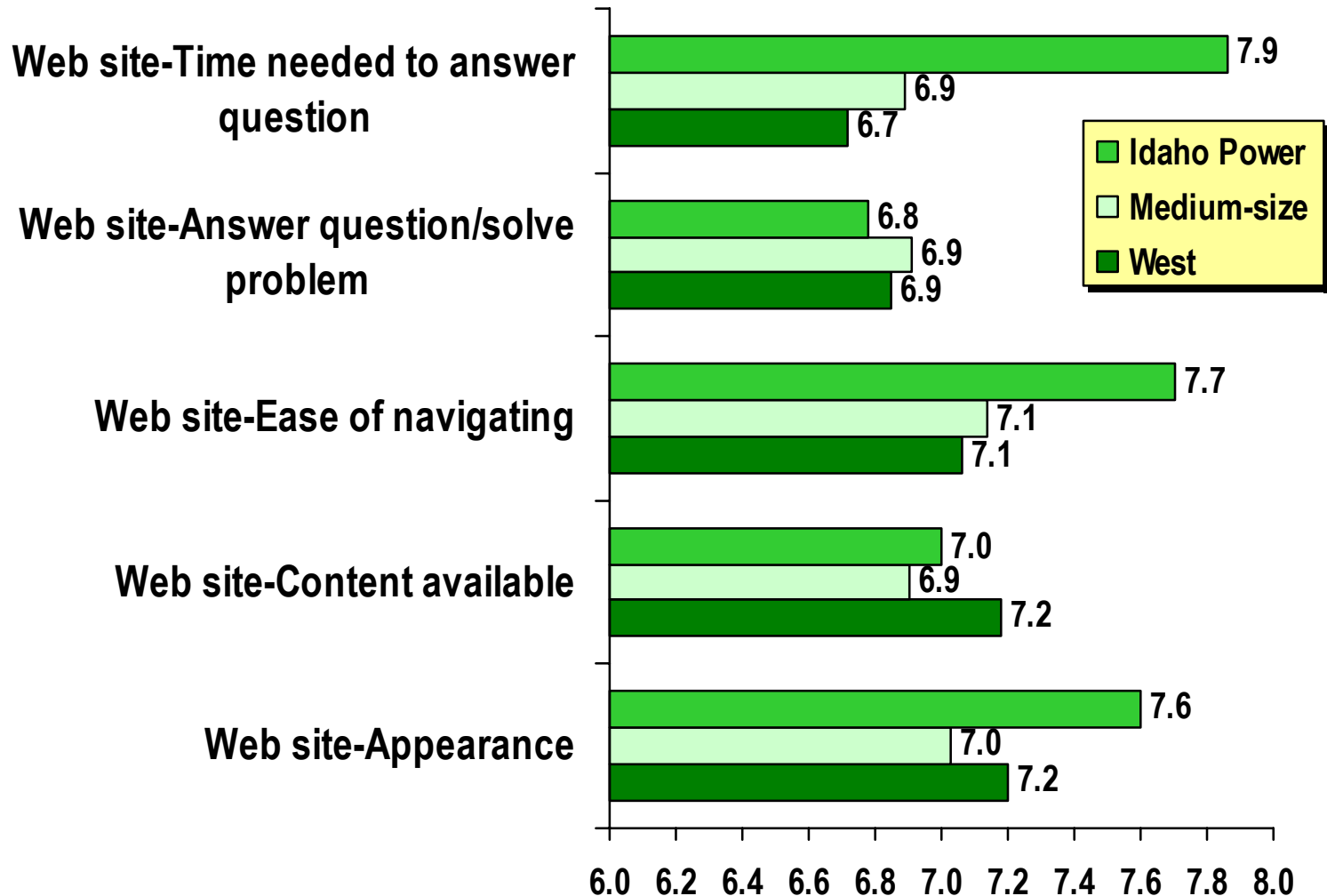


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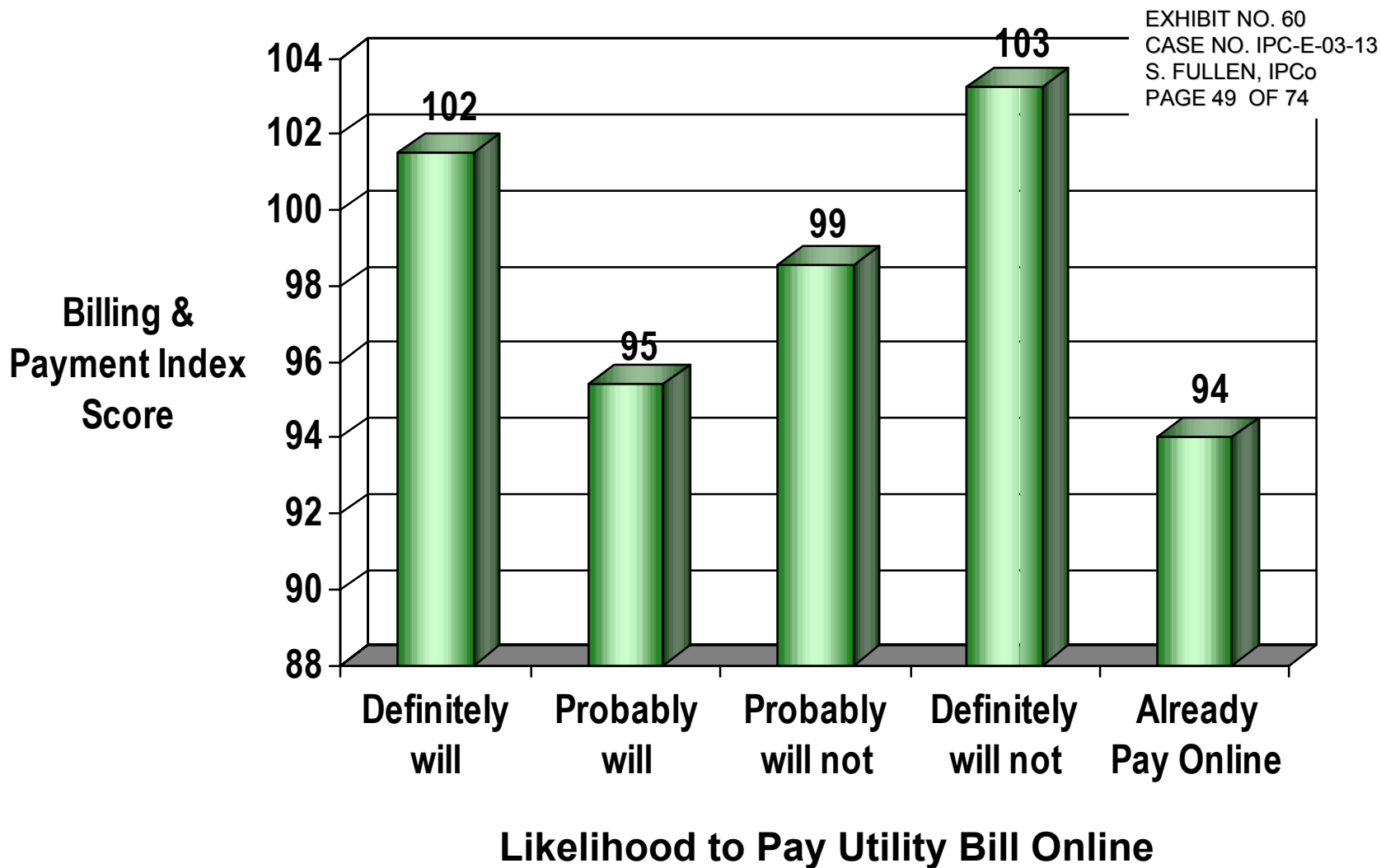


# Idaho Power Customers Rate Their Utility's Website High

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# Online Payment Does Not Necessarily Increase Customer Satisfaction in the West Region



# Having Internet Access Does Not Make Customers More Likely to Seek Service Online

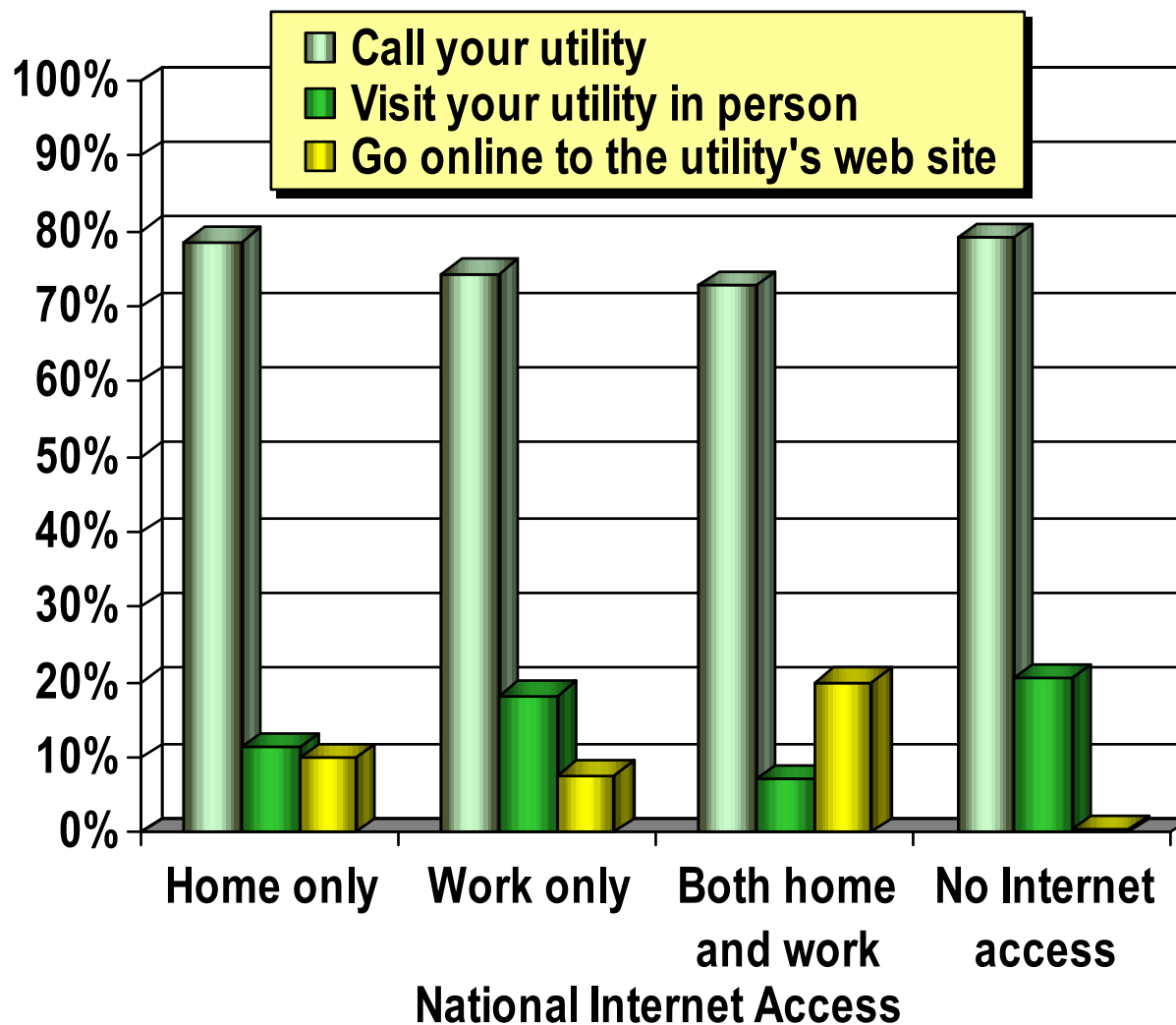


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# ***Strategic Implications***



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# Idaho Power Performance versus Benchmark Set By Attribute

Fairness of pricing  
 Being honest and ethical  
 Total monthly cost of your electric service  
 Being a leader in the industry  
 Commitment to the local community  
 Availability of pricing options  
 Their efforts to operate more efficiently  
 Their concern for the environment  
 Ability to help reduce bill  
 Planning for the future  
 Promptly restoring electricity  
 Usefulness of options to pay bill  
 Effectively communicating changes  
 Ease of understanding your pricing options  
 Accuracy of the bill  
 Keep you informed about an outage  
 Ease of understanding the info. on your bill  
 Usefulness of the info. available on your bill  
 Communication of how to be safe  
 Supplying electricity  
 CSR-Time needed to answer questions  
 CSR-Having sufficient knowledge  
 CSR-Demonstrating personal care and concern  
 Convenience of customer service hours  
 CSR-Promptness  
 CSR-Listening to you  
 Ease of finding the payment due date  
 Ease of finding the exact amount to pay  
 CSR-Being courteous and friendly  
 Avoiding lengthy outages  
 Length of time given to pay bill  
 CSR-Resolves prob./answers question  
 Offering a variety of services and options  
 Provide quality electric power  
 Avoiding brief interruptions

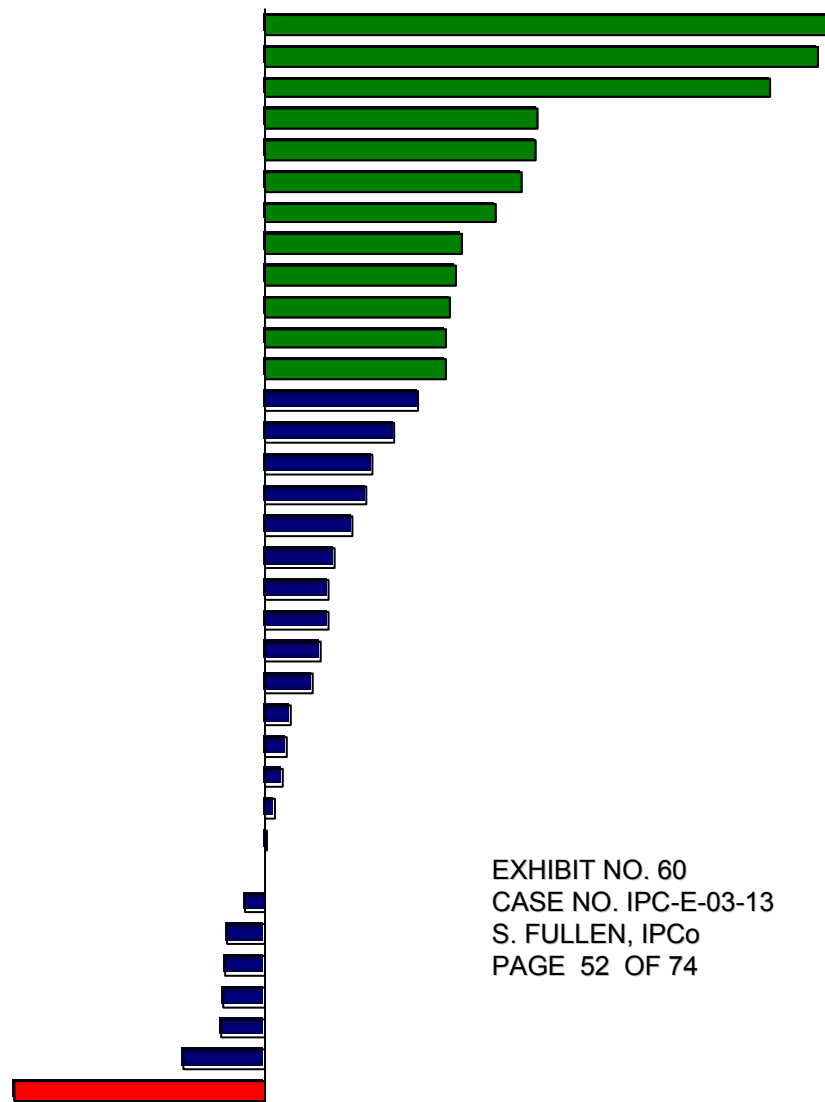


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# Idaho Power's Prioritized Improvement Opportunities Based On Performance vs. Competitive Set

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		IMPORTANCE TO CUSTOMER		
		High	Medium	Low
PERFORMANCE <i>RELATIVE TO</i> Benchmark SET	Below Competitor Average			
	Equal to Competitor Average	Power Quality & Reliability	Billing & Payment	Customer Service
	Above Competitor Average	Company Image	Price & Value	

 Priority 1 (Eliminate Critical Weaknesses)

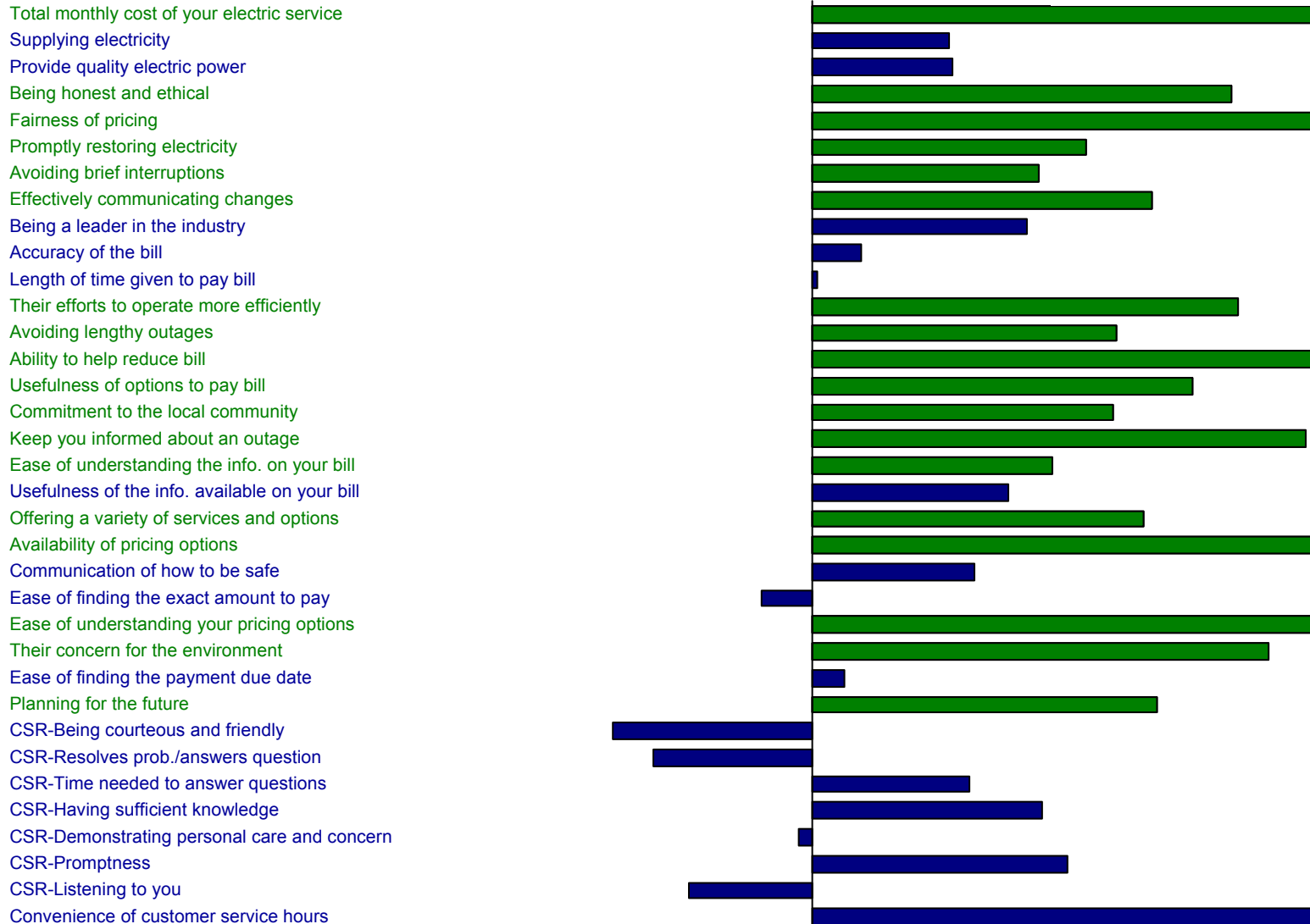
 Priority 2 (Exploit High Potential Opportunities and Eliminate Less Critical Weaknesses)

 Priority 3 (Pursue Areas of Moderate Potential)

 Priority 4 (Limited Leverage Opportunities)

# Idaho Power Performance 2003 versus 2002 By Attribute

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# ***BLACKOUT 2003***

## ***The Impact On Residential Customer Satisfaction***

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# Background

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- ➡ **At 4:10 pm on Thursday, August 14 a massive power outage occurred**
  - ➡ **An estimated 50 million people across 5 East-coast and Midwestern states were without power**
  - ➡ **Electricity service was restored to most customers by the end of Friday, August 15**
- ➡ **J.D. Power and Associates launched an email survey to its residential JDPower Panel participants**
  - ➡ **The survey was launched on Saturday, August 16**
  - ➡ **Households within Connecticut, Michigan, New Jersey, New York, and Ohio were asked to participate**
  - ➡ **More than 1,500 Panelists participated in the survey**
  - ➡ **The surveys were conducted through Tuesday, August 19**
- ➡ **This report summarizes their reaction to the Blackout**

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# Number Of Surveys Per State

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A Total Of 1,564 Surveys Were Completed

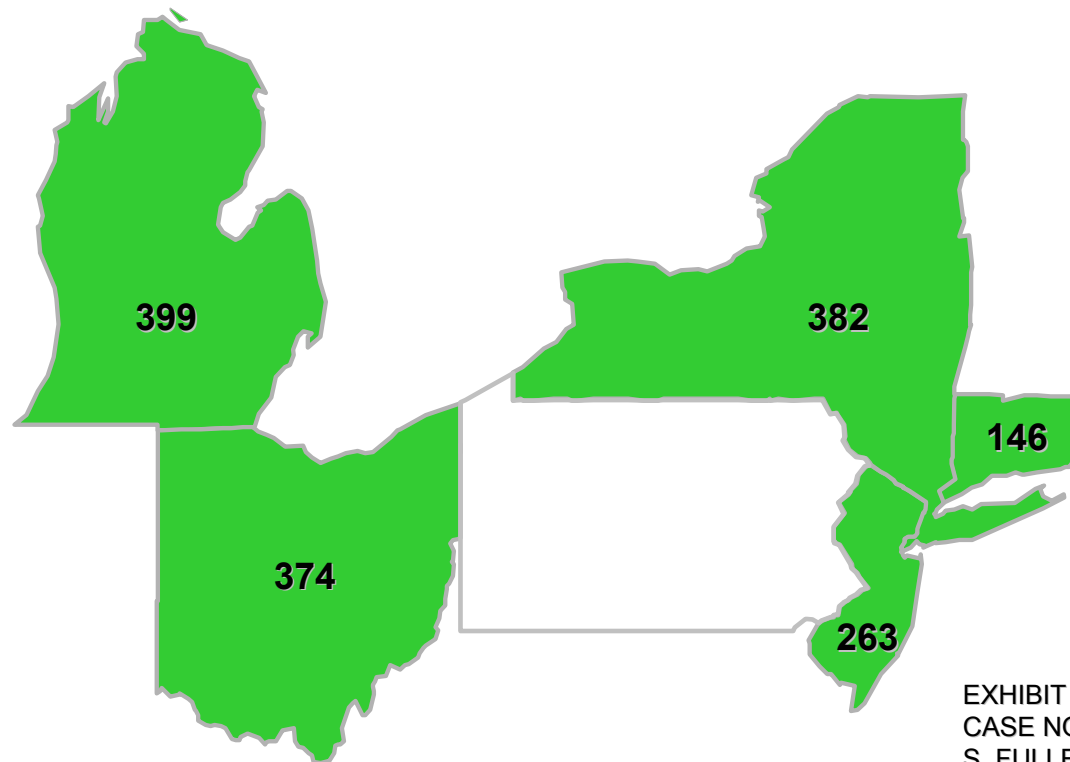


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# Percent of Households Affected By Blackout

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65% of all households in 5 states were without power due to the blackout

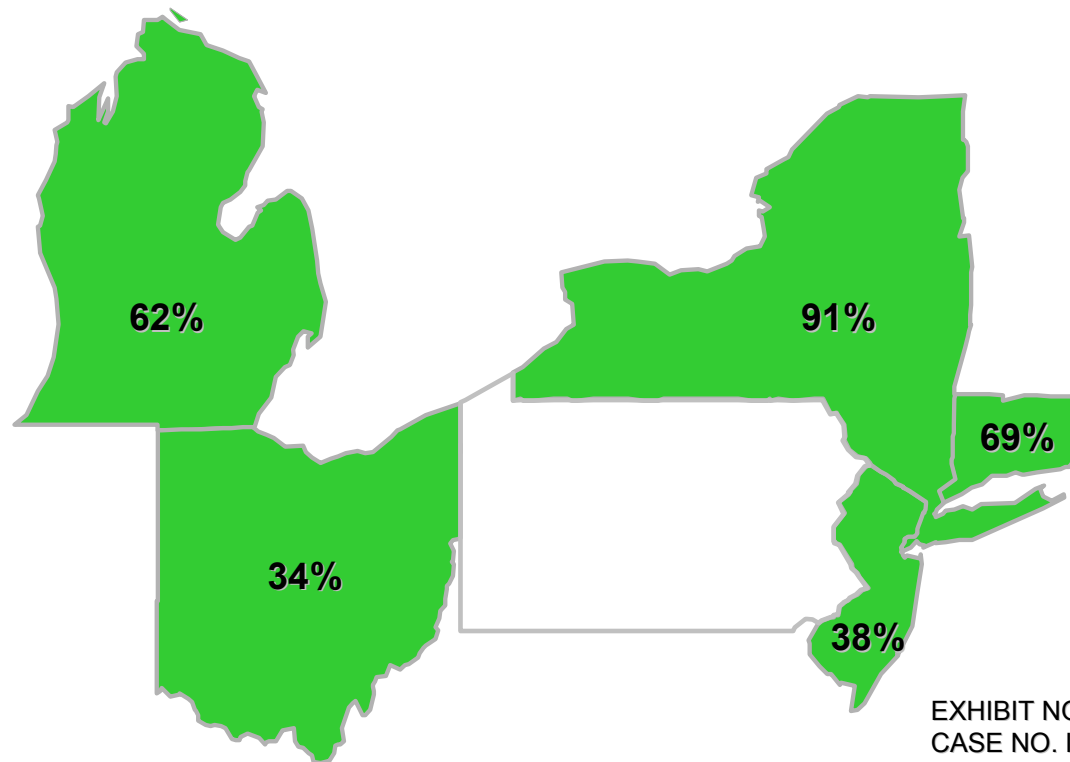


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# Overall Satisfaction Is Unchanged After The Blackout

Overall Customer Satisfaction Index\*  
(1000-point Maximum Scale)

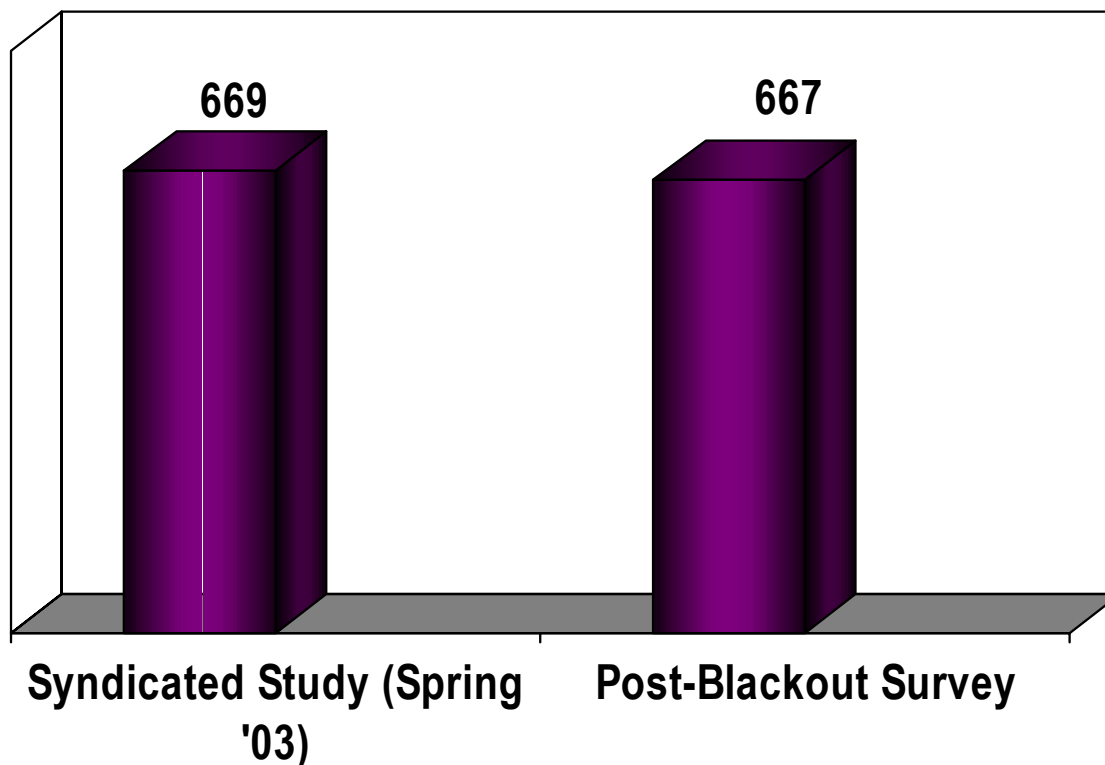


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\* All indices calculated using Syndicated Study Weights from 2002

# Customers Who Did Not Lose Power Are Now More Satisfied Overall

## Overall Customer Satisfaction Index

(1000-point Maximum Scale)

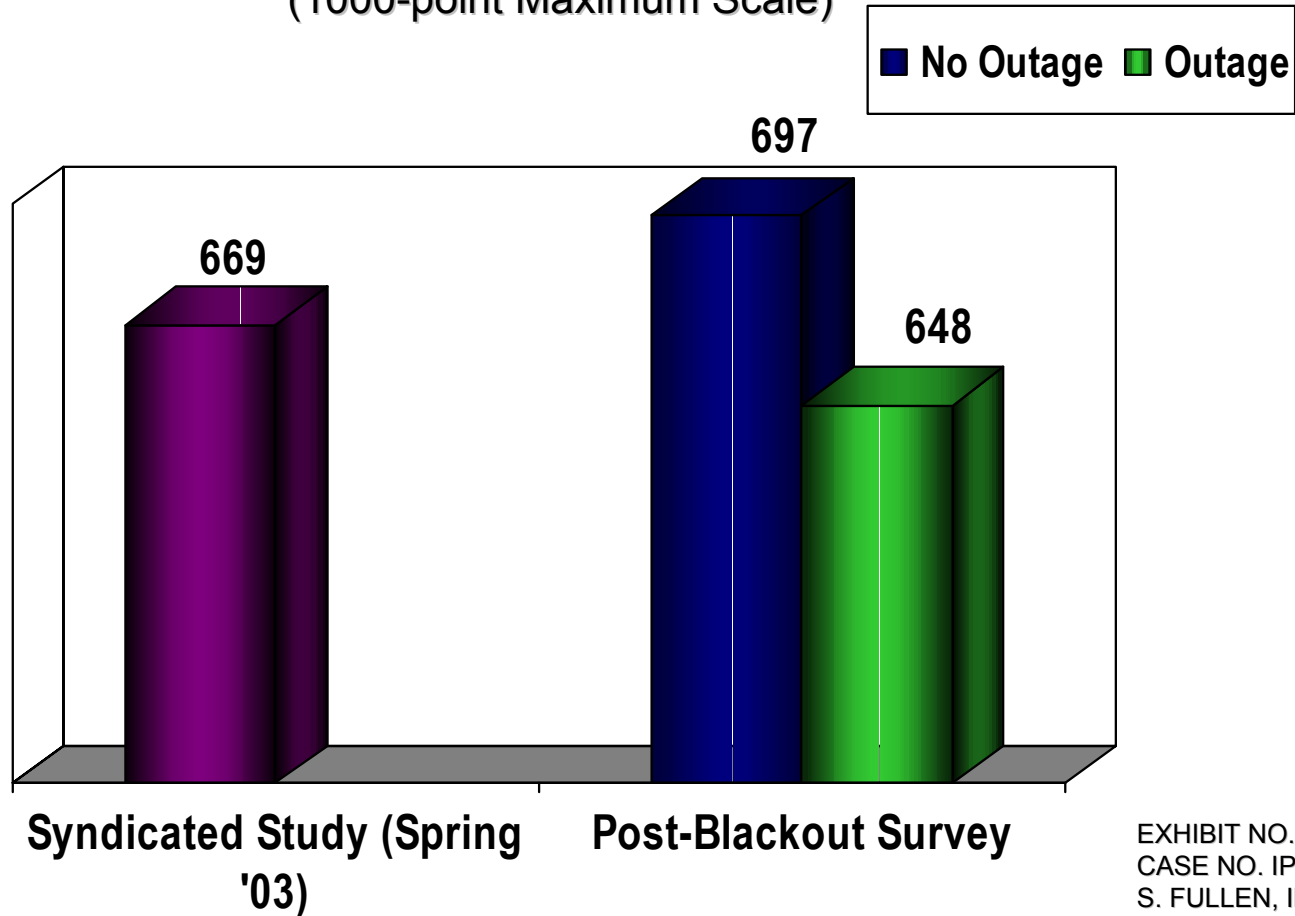


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# Change In Satisfaction By State

Change in Overall Customer Satisfaction Index  
(1000-point Maximum Scale)  
Syndicated Study to Blackout Survey

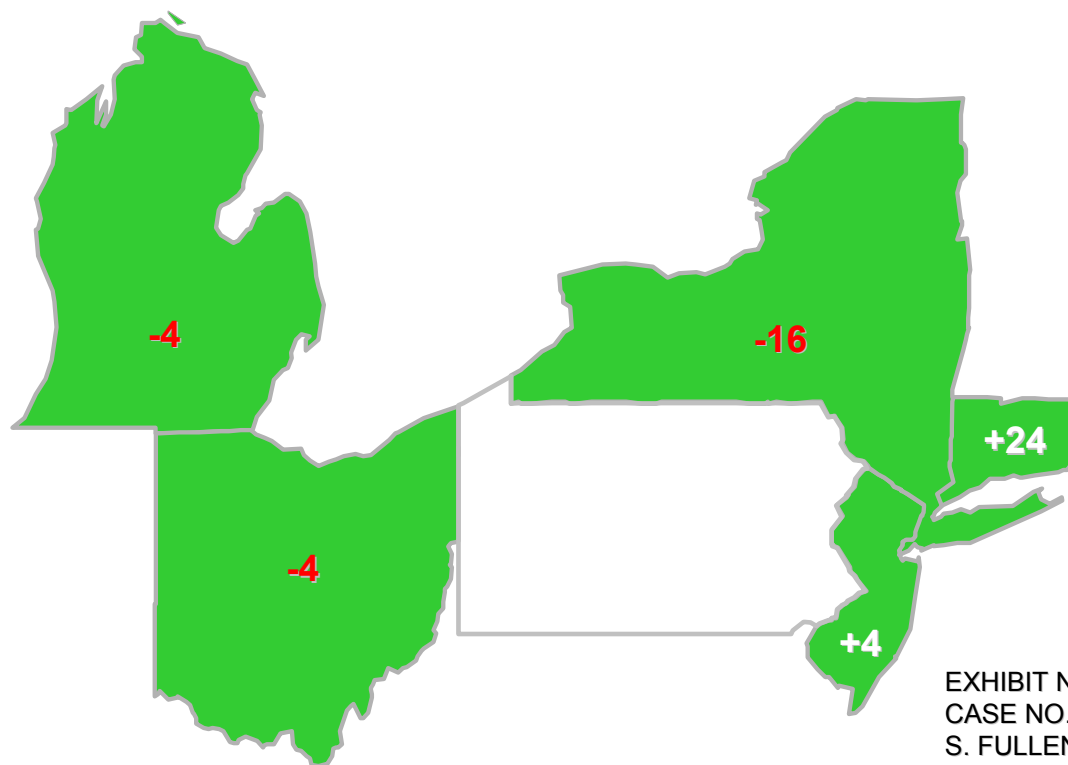


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# Satisfaction With Power Quality & Reliability Falls After The Blackout

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Power Quality & Reliability Index  
(1000-point Maximum Scale)

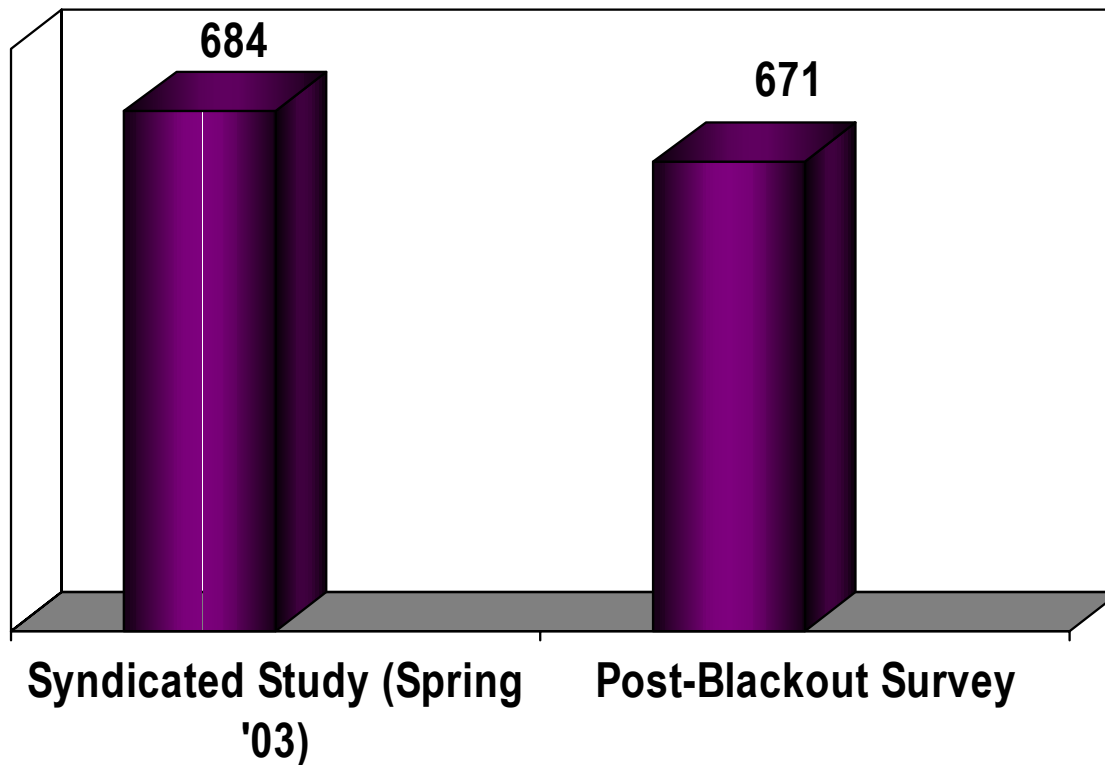


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# Customers Who Did Lose Power Are Much Less Satisfied Now With Power Delivery

## Power Quality & Reliability Index

(1000-point Maximum Scale)

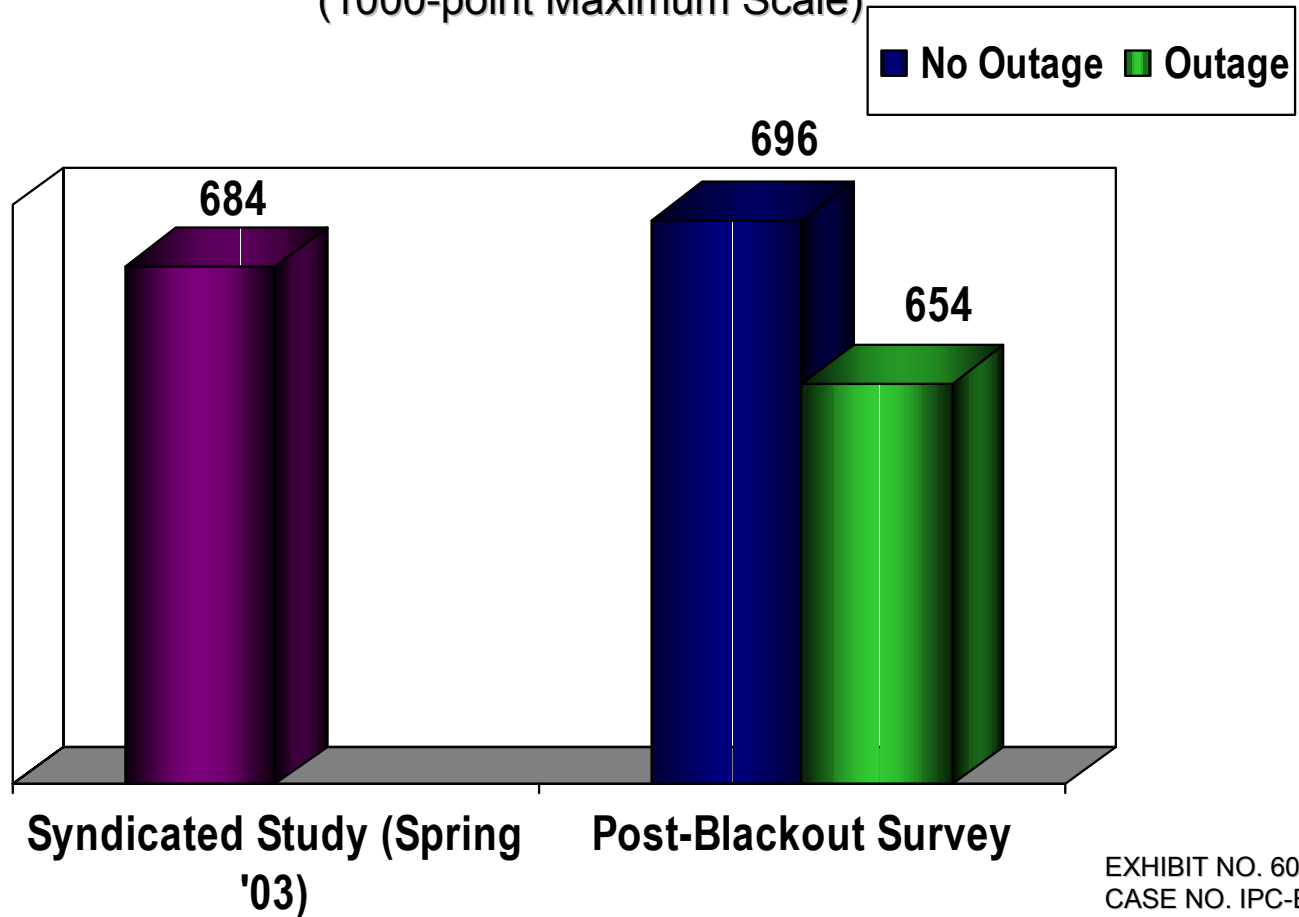


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# Change In Power Delivery By State

Change in Power Quality & Reliability Index  
(1000-point Maximum Scale)  
Syndicated Study to Blackout Survey

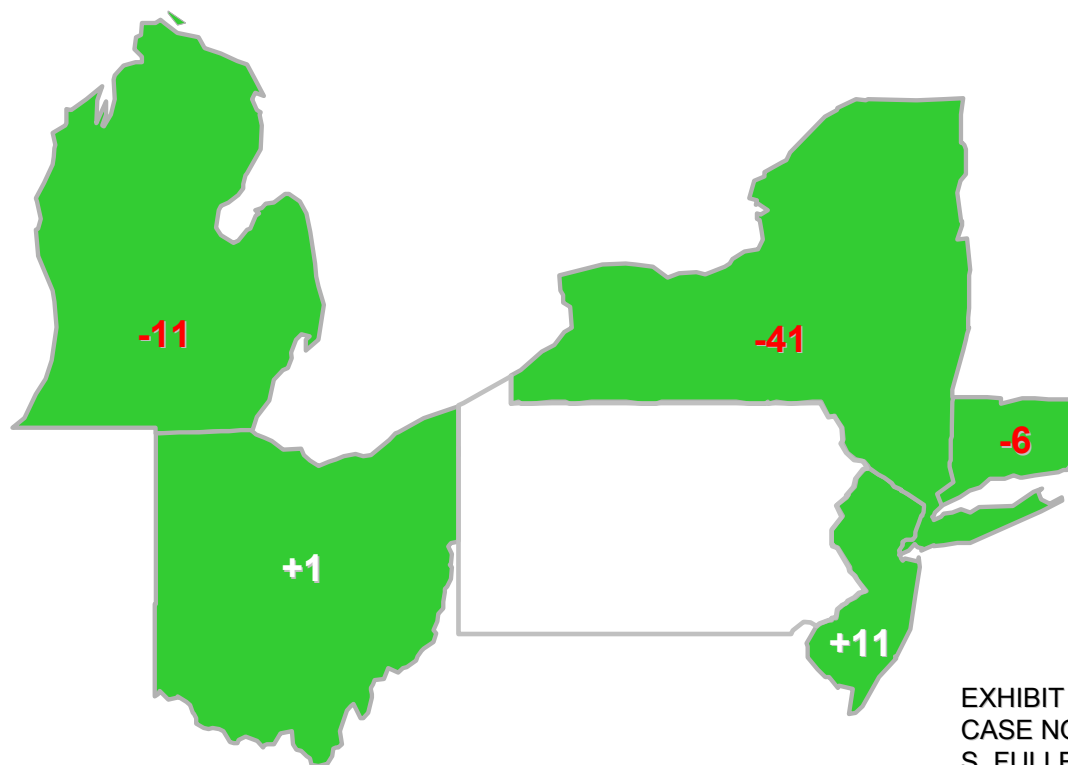


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# Power Quality & Reliability Attributes

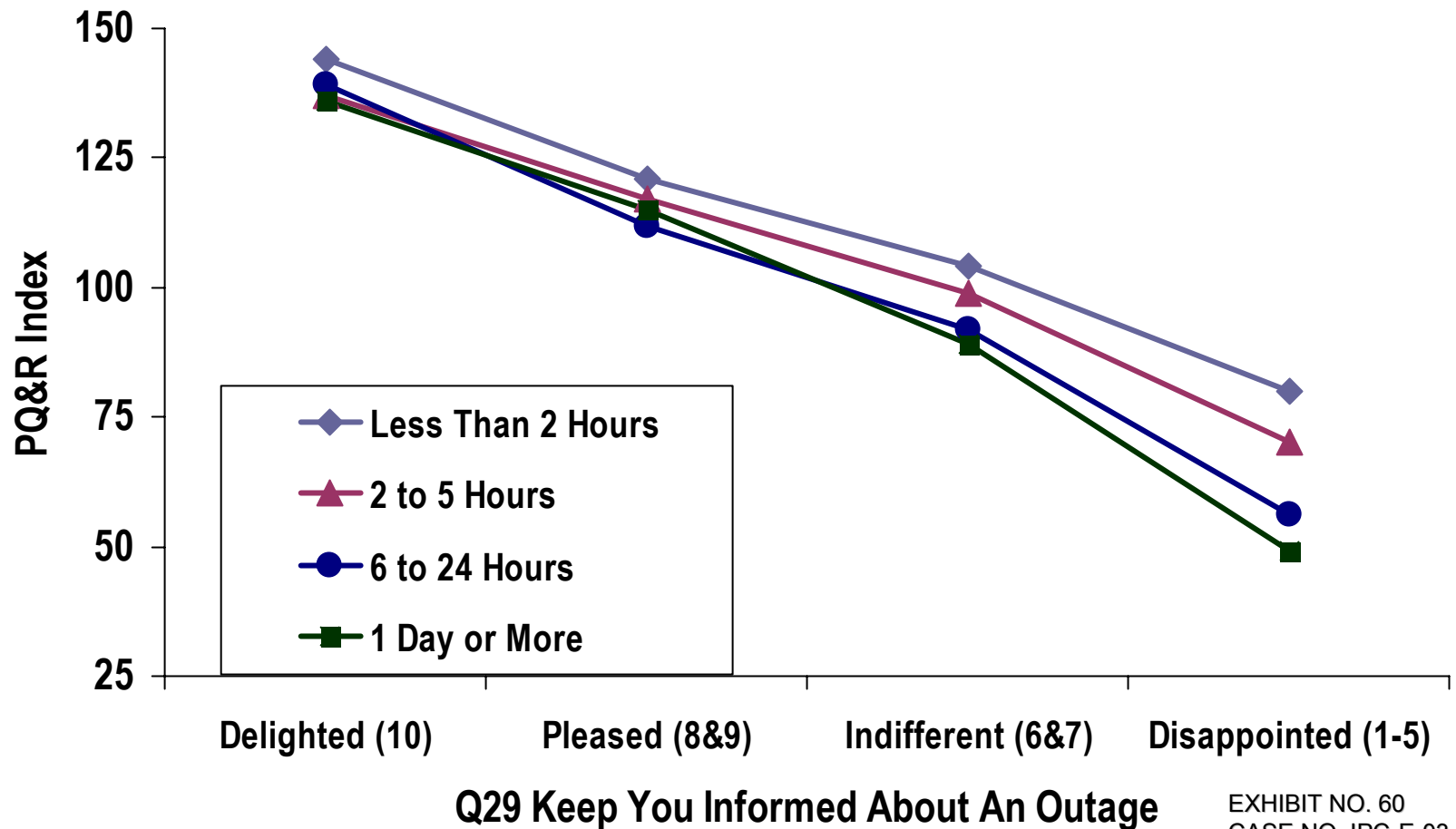
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## Mean Scores

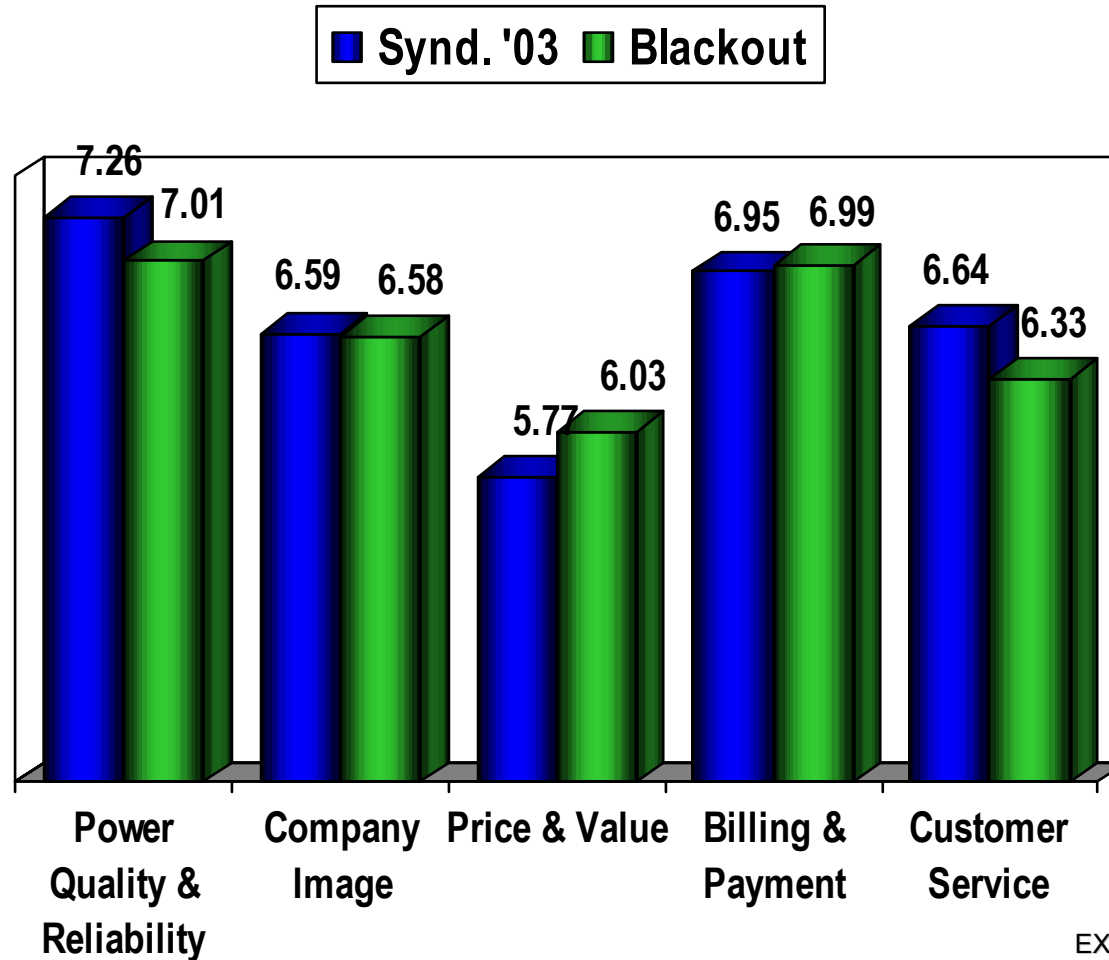
	<u>Syndicated</u>	<u>Blackout</u>	<u>diff.</u>
<b>Power Quality &amp; Reliability Index</b>	<b>684</b>	<b>671</b>	<b>-13</b>
Supply electricity during very hot or very cold temperatures	7.38	7.70	+0.32
Provide quality electric power in terms of being free from spikes, drops or surges	6.76	6.94	+0.18
Promptly restore power after an outage	6.65	6.35	-0.30
Avoid brief power interruptions of 5 minutes or less	6.97	6.68	-0.29
Avoid lengthy outages of more than 5 minutes	6.70	6.56	-0.14
Keep you informed about an outage	5.91	4.55	-1.36
<b>Overall Power Quality &amp; Reliability</b>	<b>7.26</b>	<b>7.01</b>	<b>-0.25</b>

# Outage Information Dissemination

Outages continue to be acceptable if the consumer is informed about the situation.



# Overall PQR and Customer Service Ratings Decline, While Utilities Rate Higher Now In Price & Value

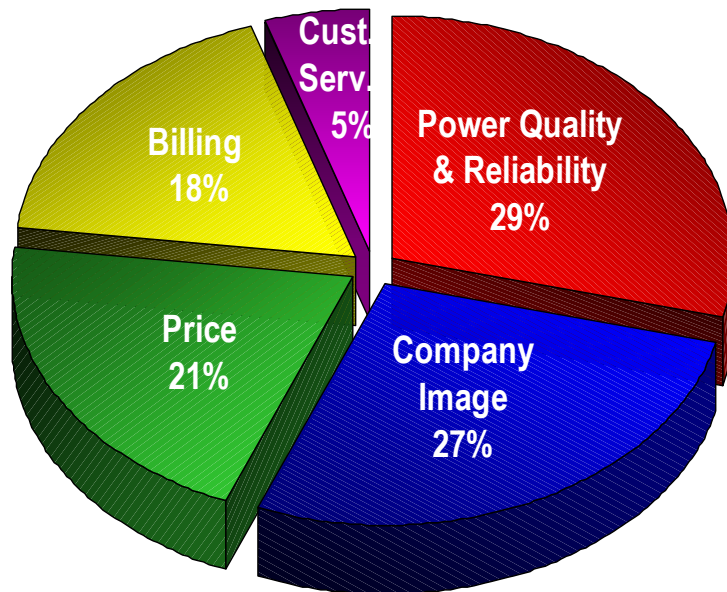


**Sub-OSAT Mean Ratings**

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# Drivers of Satisfaction Shift To Power Delivery After Blackout

**Syndicated 2003**



**Blackout Survey**

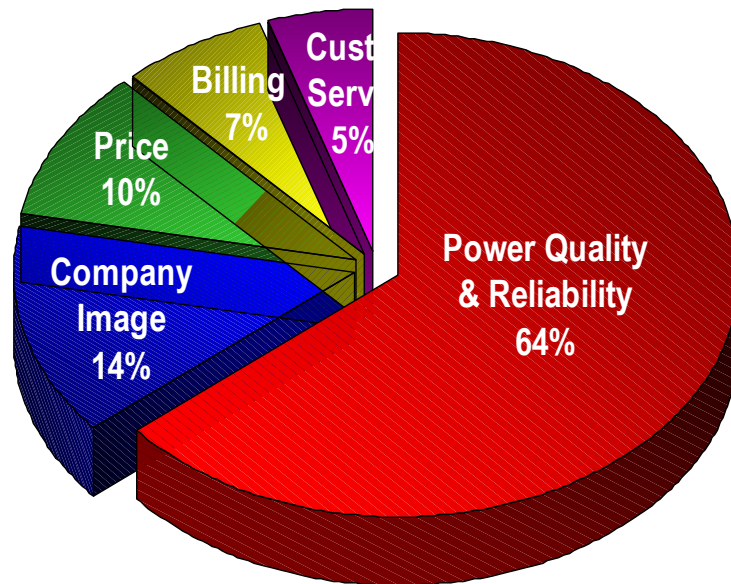


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# ***Blackout Cause Opinions***

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# Which ONE cause do you feel is most responsible for the recent blackout?

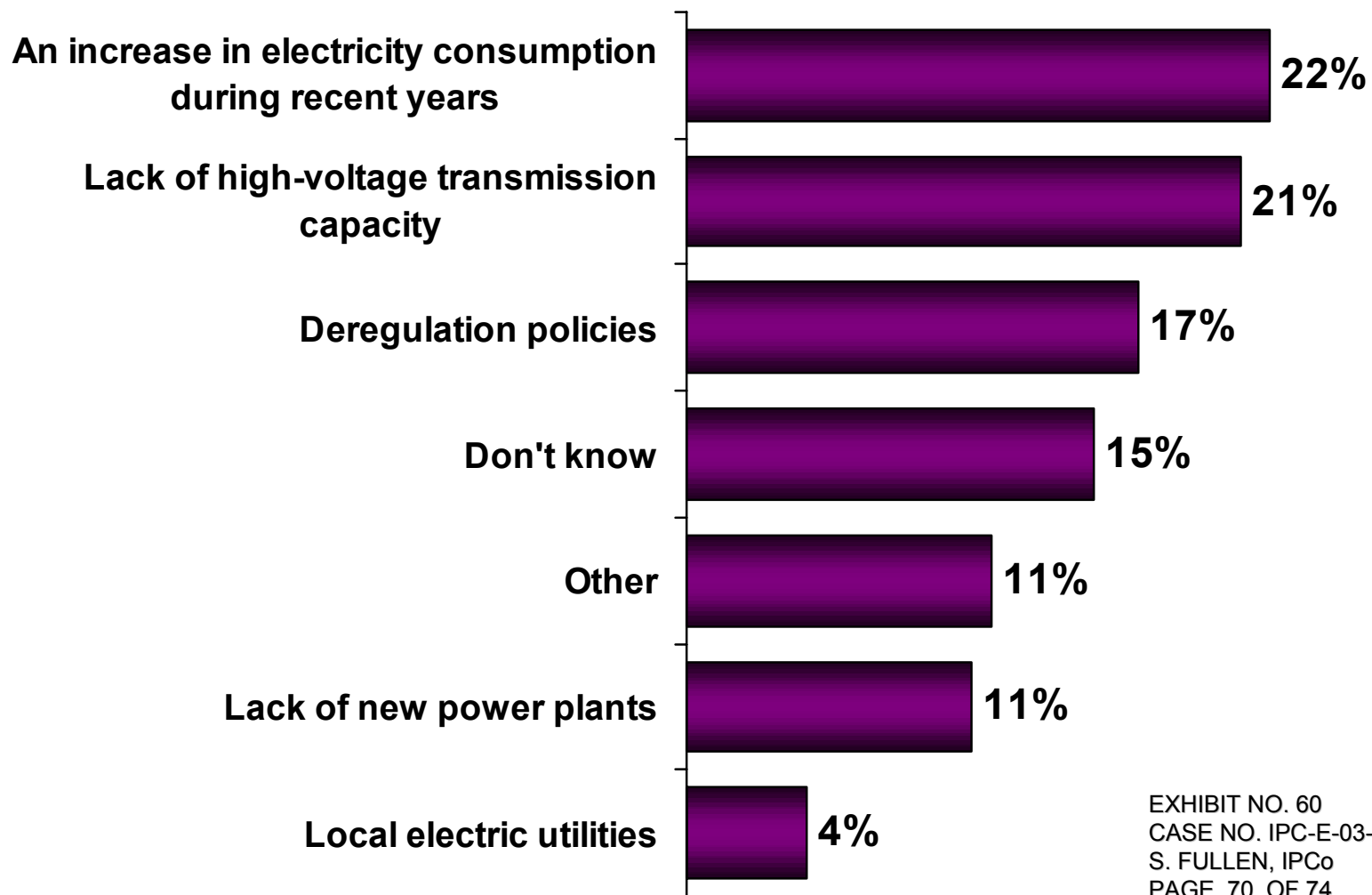


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# Which single entity do you feel is most likely to ensure that a large-scale blackout does not happen again?

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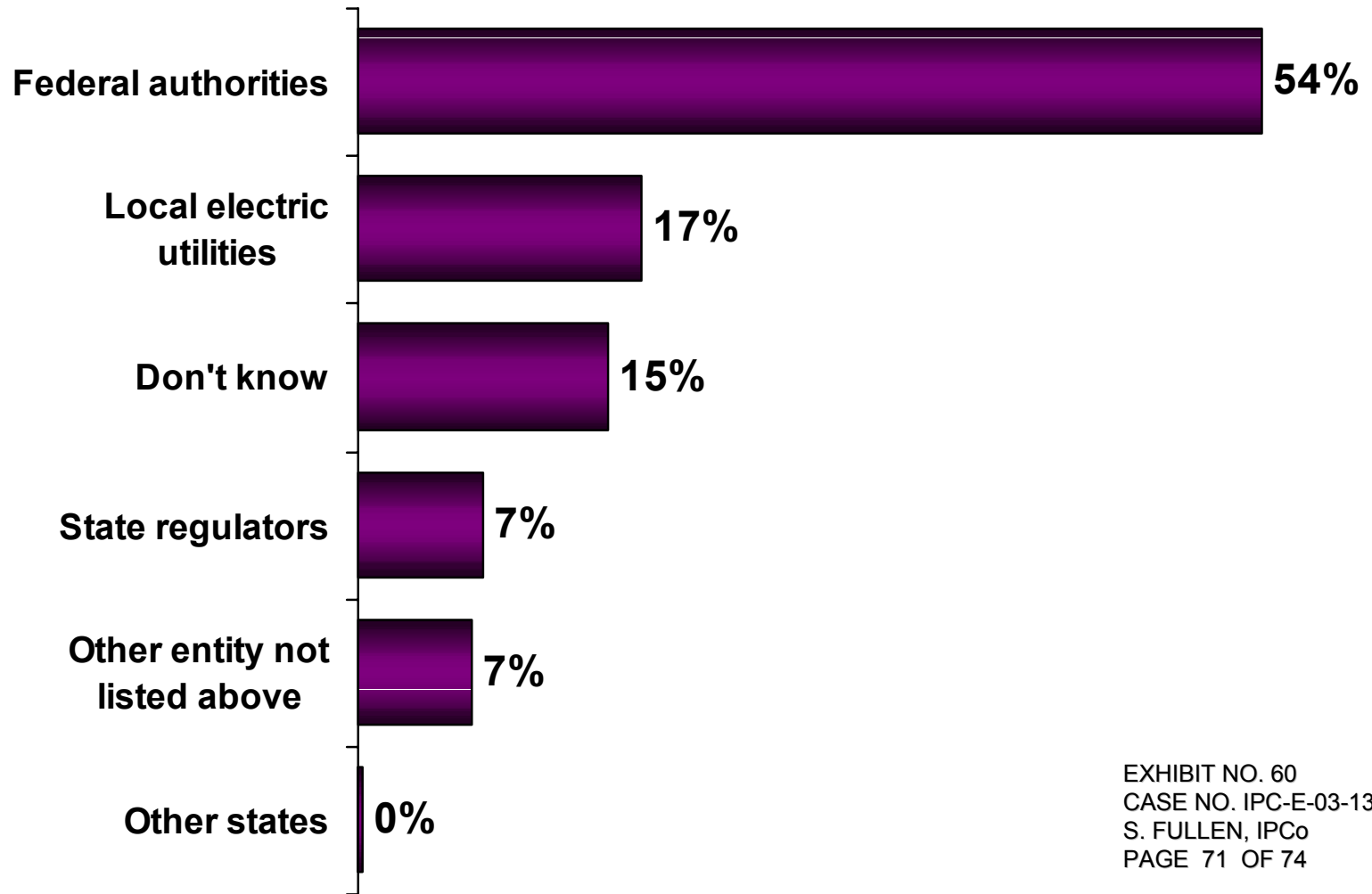


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# My local electric utility did an excellent job informing the public about the blackout

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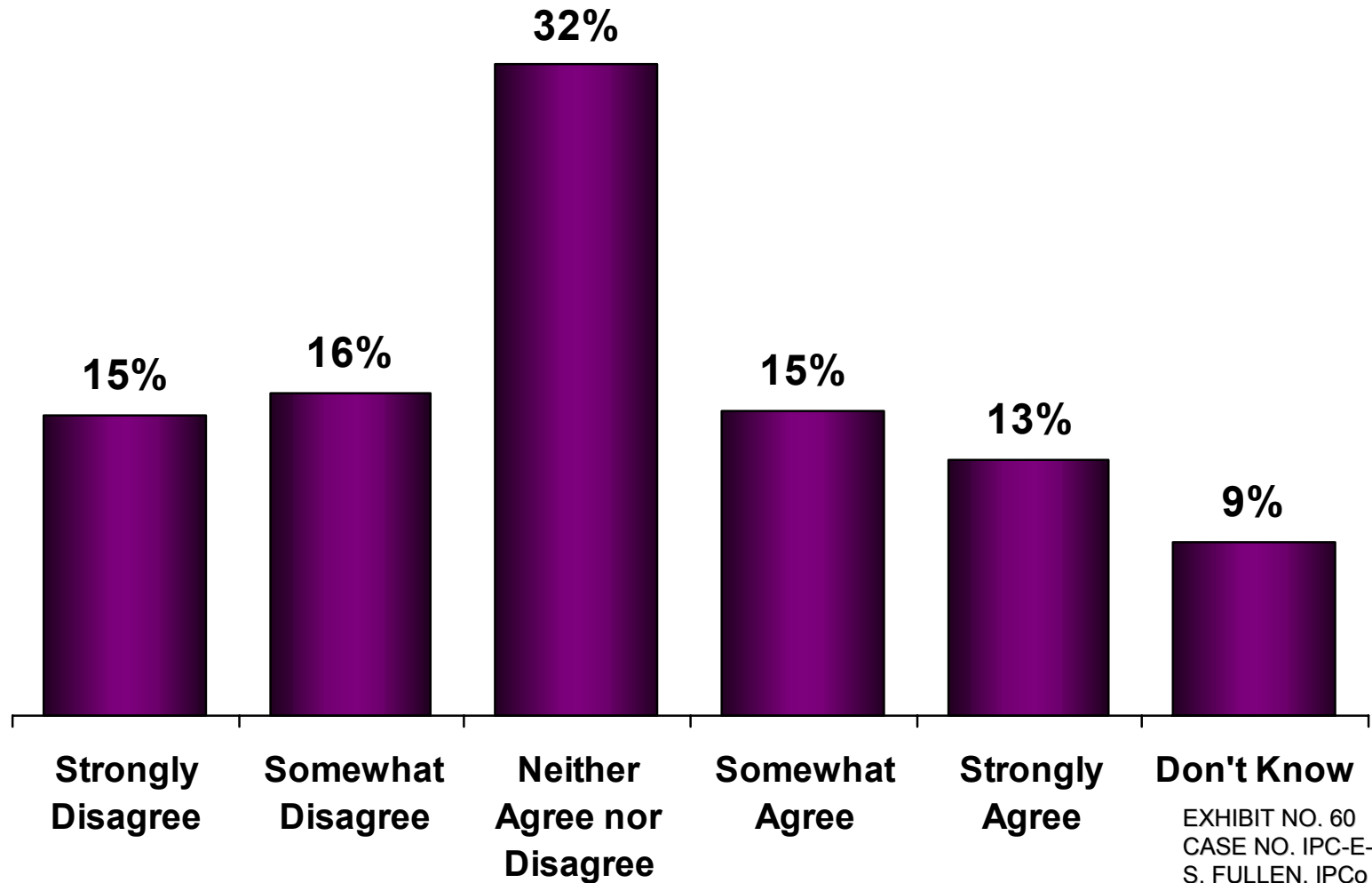
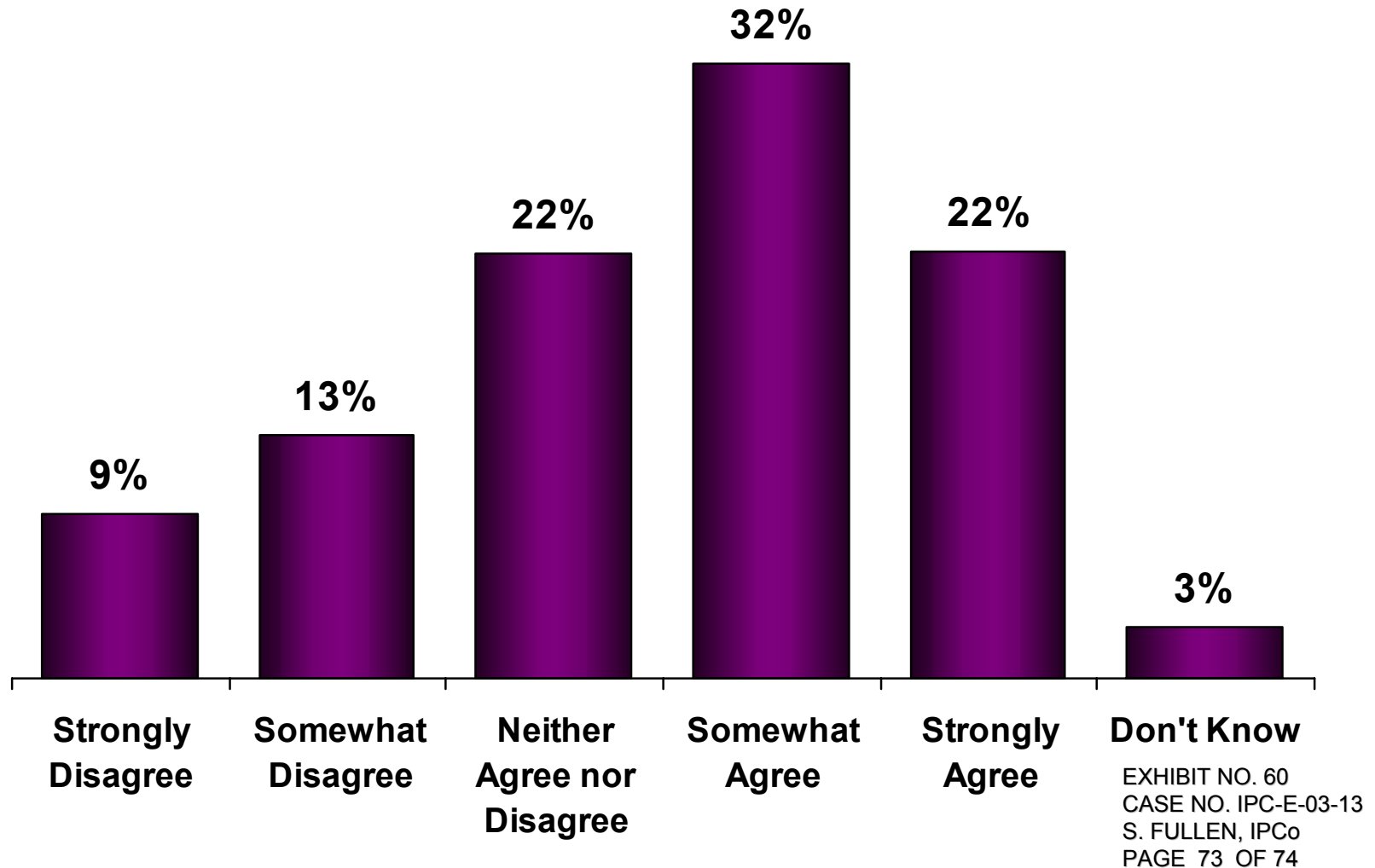


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# State officials did an excellent job informing the public about the blackout

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# Utilities need to invest heavily in new infrastructure to make sure this never happens again

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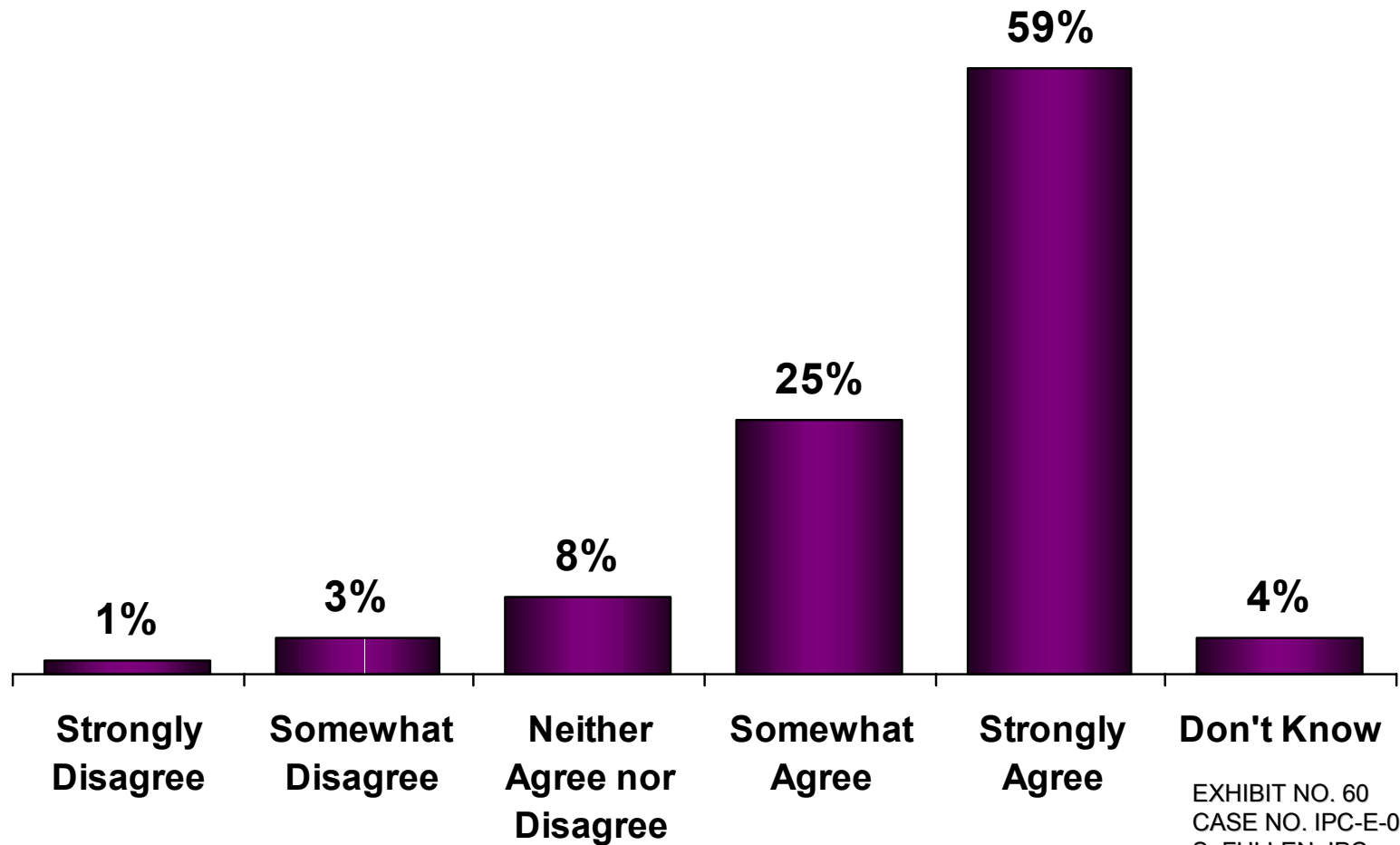


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